



**160 RARE OLD
INDIAN PRINT ADS**

BY @RETROMALAYALAM



"I LOVE WOMEN!" -VIBH D KHAMRA

SEPTEMBER 1992

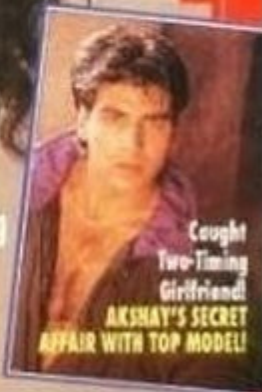
RS. 15-00

A WOMAN'S
PUBLICATION

STARDUST

HOT!

Mamta Kulkarni: The Sizzling
Siren Who's Stormed The
Industry!



Caught
Two-Timing
Girlfriend!

**AKSHAY'S SECRET
AFFAIR WITH TOP MODEL!**

"Karisma Can
Keep Ajay
For Herself!"
**MANISHA
EXPLODES!**



PREM CHOPRA
STARRING IN
'WOH KAUN THI?'
USES

Vaseline
HAIR CREAM
for that cool
look all day!



stay cool...look smart...be modern

Vaseline HAIR CREAM

THE ADDRESSING OF THE FILMSTAR

**Sneak
into the
world of
colour**

Have fun running, jumping or just playing
around in the new Bata coloured canvas range
which comes in a kaleidoscope of riotous
colours to match the green of the grass, the blue
of the sky and the red that you need to paint
the town. Grab them at your nearest Bata store.



Bata coloured canvas range



in the Planned Progress of the Nation

A FAIR BET...

It is a fair bet that members of the fair sex fare better in certain types of jobs—plying a needle, embroidering a motif or, as they do in BEL, assembling electronic components—under the microscope. There is scope in BEL for the girls to bring into play their natural gifts—keen concentration, infinite patience and nimbleness of fingers. One in every five at BEL is a woman—profitably employed in the planned progress of the Nation.



BHARAT ELECTRONICS LTD.

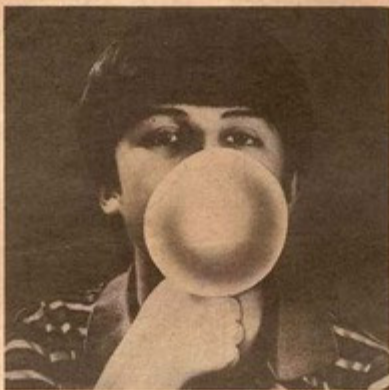
Regd. Office: Jalahalli-Bangalore-13





आओ बबल गम लाएं, मौज उड़ाएं.

बढ़ती हो वे बात तो देखें
रोसो : बबल बनल कुलामो,
फिर अपनी मुड़ी उलके
नीचे लुलामो.



रोसल रोसल मैं
बबल बनाते रहो,
रोसो के काप
मीम उड़ाते रहो.

क्या तुम बिग फन से बड़ा बबल बनाना जानते हो ?



बबले बढ़ते बिल फन
बबल गम टुंड में बबली. वे
बबल गम अपनी गंध पकटा
न हो बबले, बबले रहो.



जोब से इसे बबले बबले के
बबले के बबले बबली और
बबले के बबले के बबले बबली.



बबल जोब के बबली बबली
बबल में बबले के बबली...
और बबले बब बबली है
बबली बबली बबली.

**बिग
फन**
बबल गम



**बड़े बड़े बबल...
बड़े आसान !**

DOWN WITH THE REBELS!



Word reaches the Army Chief.



Binaca-F accepts the challenge.

We'll prove Killer COOH wrong—with our new weapons Binaca Fluoride Toothpaste and Binaca Toothbrush.



With regular practice morning and night, the Toothville army is soon battle-ready.



Monday, December 10, XNV7. Under the cover of night, Killer COOH attacks.



Retreat men! We're out-powered!



Brush in extra toughness. Arrest tooth decay with Binaca Fluoride.

* Formula for Carbonyl acid gums which attacks tooth enamel and causes painful cavities.

The most luxurious way
to end your bath



ultraX

ultraX Luxury Towels - in a variety of vibrant colours. Made with superior
Egyptian cotton to give you a towel that's comparable to the
best in the world.

ultraX is super-absorbent and with an ultra-rich pile. In 100% pure cotton.
Available as single towels or sets. Also in a special luxury large size

LUXURY TOWELS

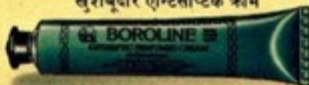
BOMBAY DYEING

जीवन के रंग अजीब...



शुक्र है बोरोलीन करीब

सुशब्दार् एंन्टिसेप्टिक क्रीम



सुखी त्वचा और साधारण कटने-छिलने पर अनोखा असर
साठ साल पहले अब्बल आज भी अब्बल



जी डी फार्मास्यूटिकल्स
कलकत्ता ७०००११

बोरोलीन प्रसादन साधनी नहीं

BOROLINE

SO SMOOTH, SO SATISFYING, SO SUBTLY FLATTERING.

Manufactured by:

G. D. PHARMACEUTICALS PRIVATE LTD. BOROLINE HOUSE, CALCUTTA-2.

BOROLINE

the medicated cream
with an Adrenalin
base will keep your skin
healthy, blemish free and
beautiful. Make a daily
habit of Boroline and
know the confidence
of a protected
pampered
complexion.





Cadbury's **Bournvita** for strength and vigour

BOURNVITALITY!

Drink a cup of Bournvita for concentrated nourishment. You get proteins for building muscle and tissue, carbohydrates for strength and vigour, mineral salts to make sturdy bones and all-important vitamins for health. Easy-to-make Bournvita is the delicious way to start the day right, and the day bright!





A beautiful way to be practical!
Brite Plasticware

Brite Plasticware is so handy for all types of household jobs (adapts easily to individual requirements)...so easy to clean and keep clean...so convenient to store. And so elegant with its attractive shapes, lovely colours.

In fact—a beautiful way to be practical! Designed with the *right* know-how, moulded with the *right* materials, Brite Plasticware brings a range of top-quality products to your home. Available at all leading stores.



32

Delightful

COLOURS

For Exquisite Decor

WALMASTA

PLASTIC EMULSION PAINT

CREATES A

NEW

ATMOSPHERE



BRITISH PAINTS

HEAD OFFICE : 32, CHOWRINGHEE ROAD, CALCUTTA

SALES OFFICES AT BOMBAY • DELHI • LUCKNOW • GAUHATI • HYDERABAD
VISAKHAPATNAM • INDORE • SILIGURI • MADRAS • COCHIN

The day BSA SLR helped Kapil Dev fly high

The Indian Cricket XI is flying off to play a Test match. But Kapil's taxi is stalled on the way to the airport.



Luckily for Kapil, hope cycles his way...



On a BSA SLR.



Kapil races to the airport on the light, speedy BSA SLR.



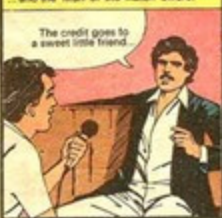
As the third and final call is announced, Kapil screeches to a halt and rushes in—just in time to catch the flight.



In the Test, it's a match-winning performance...



...and the 'Man-of-the-match' award.



...but for whose help I would have missed the match. Thanks, friend.



Not me, but my BSA SLR.



BSA SLR-The Sporty Bike

HERE'S HOW MY DADDY LOOKS...



WHEN
HE'S
SEEING
MY
REPORT
CARD...



WHEN
HE'S
HAPPY...



WHEN
I BREAK A
WINDOW
PANE...



WHEN I
FRIGHTEN
HIM WITH
A MASK
OVER
MY FACE...

SUCH FUN! TRY PAINTING YOUR DADDY—AND ANYTHING ELSE YOU LIKE—WITH CAMEL WATER COLOURS.

camel
WATER
COLOURS
& POSTER
COLOURS



CAMLIN PVT. LTD.
ART MATERIAL DIV.
J. B. Nagar
Bombay 400 059



Join Camel water colour painting, Crylin colour painting and cartooning correspondence courses. Contact the above address.

Mina Hated Geometry

Nothing was tiring and boring like Geometry for Mina

It never interested her. Those acute and obtuse angles those parallelograms and the hexagons. She was miserable.

And then it happened. Her brother Raju, bought her a beautiful yellow and orange instrument box. Crystal clear set square and protractor, silvershine streamlined compass.

Mina just fell in love with the box and the instruments. That night she dreamt of herself climbing the peak of a triangle, rolling inside a circle, balancing on a scale. What fun!

Now she couldn't help liking Geometry — the hexagons and the parallelograms.

Now Mina Loves Geometry



camel

INSTRUMENT BOX



CAMLIN PVT. LTD.
ART MATERIAL DIVISION
BOMBAY 400 088

from makers of
Camlin unbreakable pencils



**We're all in it together
For the taste of it**

Campa, the fun drink with the sensational orange flavour. Try it for the fun of it. Drink it for the taste of it. Have it for the sheer joy of living: like all these wonderful, thirsty people.

Right now.



Orange Flavour
For the fun of it



CANARA BANK

(Wholly owned by the Government of India)

Where no deposit is too small

Today she is a little girl with pigtails sticking straight out of her head. Today she plays at cooking and feeding a family of dolls. Tomorrow when she has to make ends meet on a tight household budget how will she fare?

Teach her today the easy way to save even as you save for her future. A Canara Bank Balakshema account can help you turn a harrum scarrum

little girl into an efficient thrifty housewife. Coins — just loose change that remains from your purchases every day — can be put aside in an attractive savings box and later deposited at Canara Bank. Like ripples growing out of themselves your Balakshema account grows and grows. You will be amazed at the tidy sum it will add up to. And that is a Canara Bank promise.

The tender years



देगा मज़ा यम् यम् यम्, देखो चबाके चूड़ंग गम!



पेपरमिंट के
मजेदार चबाकेवाला
चूड़ंग गम

10 पैसे में २

10 पैसे में १२



एडमन का निब कलादन

To celebrate the International Year of the Child '79

chic-modithread

present their first ever



Children's Needlework Contest



NO ENTRY
FEE!



Easy to enter!
Easy to win!





How to enter :

This elephant design shown above is printed in the actual size in the Contest Entry Form. You may work this design or any other design of your choice in a minimum size of 12 cms x 12 cms in embroidery, knitting, crochet, tatting, applique work or handcraft. All needlework should be done with Modithread only. Entries will be judged on neatness, beauty of design, colour combination, and stitches used. Each entry must be accompanied by the correctly filled Contest Entry Coupon and the labels of the Modithread used. Contest Entry

In every territory, prizes will be awarded separately for two age groups:

Age group 6 to 11 years:

Grand National Prize Chic Modithread Scholarship worth Rs. 1000/- and "Needlework Young Princess 1979 Trophy" plus a  **Chiccare** hamper of dresses, toys and nursery furniture worth Rs. 1000/-.

Ten 1st Prizes  **Chiccare** hampers of dresses, toys and nursery furniture. Each worth Rs. 500/-.

Ten 2nd Prizes Sets of dresses from **Chic Creations**. Each set worth Rs. 200/-.

Ten 3rd Prizes Each worth Rs. 100/-.

Gift hampers of **Johanna's** Baby Powder, **Johanna's** baby soap and **Johanna's** baby cream. •Trade Mark

100 Merit Prizes Sets of Children's books from U.S.S.R. Book Centre and Lok Vangmaya Griha (Pvt.) Ltd., Bombay. Each set worth Rs. 20/-.

100 Consolation Prizes S.N.P. FUN-N-COLOUR Painting Kits worth Rs. 17/- each.

First 500 entries in each of the ten territories


Read Chic Cherub—the special children's section in Chic magazine. For contest details write to: Chic Publications, Akash Ganga, 89, Bhulabhai Desai Road, Bombay 400036.


Coupon and Rules and Regulations are available at all Modithread dealers, Modithread Craftshops, Modithread Depots and distributors, and in Chic magazine issues of April, May, June and July 1979.

Many chances to win!

The country and the Contest have been divided into 10 territories with 546 prizes in each territory. The first prize winning entries of each territory will be judged for the Grand National Prizes. Send in your entry to the Modithread Depot in your territory, the address of which is given in the Rules and Regulations.

Age group 12 to 16 years:

Grand National Prize Chic Modithread Scholarship worth Rs. 1000/- and "Needlework Princess 1979 Trophy" plus a gift cheque from  **Chiccare** worth Rs. 1000/-.

Ten 1st Prizes Gift cheques from  **Chiccare** Each worth Rs. 500/-.

Ten 2nd Prizes Sets of dresses from **Chic Creations**. Each set worth Rs. 200/-.

Ten 3rd Prizes Each worth Rs. 100/-.

Gift hampers of **Johanna's** Baby Powder, **Johanna's** Complexion Cream and **Chiccare** Sanitary Napkins. •Trade Mark

100 Merit Prizes Sets of books from U.S.S.R. Book Centre and Lok Vangmaya Griha (Pvt.) Ltd., Bombay. Each set worth Rs. 20/-.

100 Consolation Prizes Chic Needlework Kits worth Rs. 17/- each.

will receive a Duraflax Plastic book jacket.

Hurry! Contest ends 31st July 1979.

Send in your entry to the Modithread Depot in your territory. Look for the address in the Rules and Regulations.



Dear
Aunty,
Last week
I fell in LOVE! This
is us togedder! LOVE
Bunty.

P.S. Azhok snaped us
with CLICK III.



Click III

The aim-and-shoot camera.



Sole Distributors:
AGFA-GEVAERT INDIA LIMITED
Merchant Chambers, 41 New Marine Lines, Bombay-400 020.
Branches: Bombay • New Delhi • Calcutta • Madras
Registered Trademark of Agfa-Gevaert, Antwerp/Leuven.
Manufacturers of Photographic Products.

Mfd. by: New India Industries Limited, Baroda.

PRICE
Rs. 70.25
(Inclusive of
excise duty,
Local
Sales tax)



"I've discovered Parry's Eclairs—
they're the most 'chocolatey'".



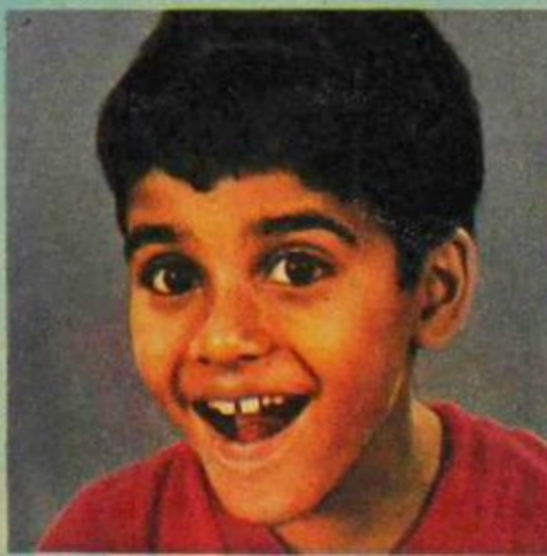
www.OldIndianAds.com

Unwrap a discovery
today: Parry's Eclairs.

Discover the rich
covering which just
lingers in your mouth.

Discover the generous
cocoa-enriched soft
centre for a taste that's
more "chocolatey".

Discover the
liberal lashings of milk
and sugar...



**The eclair:
Parrys
make it better**



**Parrys
Confectionery Limited**
Madras

MY
KIND
OF
MAN

HAS A PERSONALITY
THAT SHOWS IN HIS
MASCULINE PRESENCE,
A PRESENCE THAT FINDS
EXPRESSION WITH CREST.



CREST

**AFTER SHAVE
LOTION**

clean sharp tingle, cool
bracing freshness, rugged
masculine fragrance.



CREST

HAIR TONIC
with Lanoline

nourishes hair and scalp,
checks dandruff,
keeps hair well-groomed.



CREST

**COLOGNE
FOR MEN**

keeps you fresh all
day, prevents odour.



Quality Products of *SARAF SARAF*

CREST

The Man's Choice

For expert advice on good grooming, write to :
Crest Advisory Service, P. O. Box No. 440, NEW DELHI



Show the world
what you really are

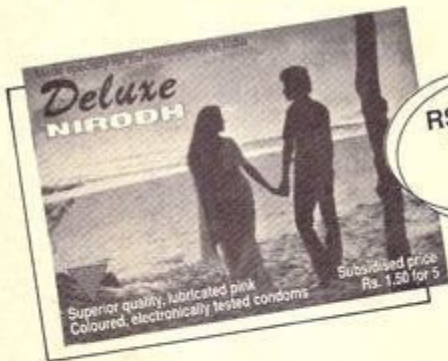


How often have you stared at yourself in a mirror — admired your beautiful features and figure — and wished you could let people see you the way you really are? Now's your chance. We are looking for models for our colour photofeatures. The photographs will be shot by internationally renowned photographers like Adrian Steven, Swapan Mukherjee and Chien Wien Lee. Selected models will be paid handsomely. Many of our models have launched into exciting careers in films and advertising from our pages. Why not you? Send two recent photographs (full length in a bikini and a close-up of the face) to The Editor, Debonair Publications Pvt. Ltd., 41A, Dr E Moses Road, Worli, Bombay 400 018, mentioning your vital statistics, height, weight and age.

Be a debonair girl.
Let people see the real you.

Deluxe NIRODH

Now
available in **PINK**



RS. 1.50
FOR
FIVE

The Right Condom for
Spacing your family

PARLE

Gluco



THE CHOICE OF "A NATION"

Parle's

GOLD
STAR

SWEETS & PEPPERMINTS





PURE NEW WOOL
CERTIFIED FOR TRADITIONAL QUALITY

4-SM-0-11/50/50/50/50

Knitting wool now wears the Woolmark

★ the international symbol of pure new wool ★ awarded only to products made from pure new wool which have passed rigid tests for quality and purity ★ Like *Dhruva* the first Indian knitting wool with the woolmark



Dhruva knits like a dream... keeps its softness... is shrink-resistant, will not fade... gives you the pick of the loveliest shades...

Now... the nicest Knitting starts with Dhruva... and Woolmark

in 3-star ★★★ 4-star ★★★★ Double-Knit...
Rs. 19.20 per pack of 200 grams

DHRUVA WOOLLEN MILLS PRIVATE LIMITED, BOMBAY 13.
Trade enquiries to be directed to: J. & P. COATS (INDIA) PRIVATE LTD.
Bombay: 81 Palton Road/Delhi: Garstin Baisoon Road/Madras: 19 Vanias
Street/Calcutta: 40B Prinsep Street/Koratti: Kerala State/Gashati (Assam):
A. T. Road, Yokobari



Issued by the
INTERNATIONAL
WOOL SECRETARIAT

Dipti

more than a household name

The Trade name Dipti is a hall mark of quality. Dipti Lanterns can easily be claimed as one of the most popular household articles throughout India. Khas Janata Kerosene Cookers have earned great popularity as indispensable household utility; simple in operation, sturdy in construction and remarkable in performance, these Kerosene Wick Cookers help you save time and fuel.

Dipti enamel ware—proud addition to the existing range of Dipti products.

THE ORIENTAL METAL INDUSTRIES PRIVATE LIMITED

67, 77, Begun Behari Ganguly Street, Calcutta-12



KHAS JANATA



**DIPTI
LANTERNS**



ENAMELWARE

ED. NO. MICHY SOUTH 744
EGD. NO. TNMS 6000

Dipy dee Dipy doo come to Dipyland



Yippee it's Dipy's!

Duckback® Kid-proof School bag



School going kids!
Things just don't seem to last on them!! That's why kids need Duckback school bags. Because Duckback school bags are kid proof school bags, with tearfree lining and rugged design for extra endurance. Also available in waterproof material.

Duckback school bags—because they out-last ordinary school bags.



BENGAL WATERPROOF LIMITED

230A, A.J.C. Bose Road Calcutta-700 020

Duckback®

स्कूल बैग



बॅगल वाटरप्रूफ लि०

बंगलुरु • कोयंबटूर • मुंबई

Duckback® च्या नवी क्वालिटी

DADDY

MUMMY

AND...



"I SKETCH THEM
ALL WITH MY"

EKCO

SKETCH PEN

Colours. Children love them.
They like drawing. Bring
out the latent talent in your
child. Present him/her an
attractive pouch of
EKCO SKETCH PENS. They
come in attractive colours.



Distributor, **KIRON & CO.**
73/75 Shant Street, Bombay 400 002
Tel : 324432

Writing is a pleasure with EKCO SKETCH PENS





MY HEART IS LIKE A CABBAGE



DIVIDED INTO TWO



THE HEART I GIVE TO YOU

Photography by Sarwan Singh

**STAR-STRUCK
RHYMES
JAYA BHADURI**

My heart is like a cabbage
Divided into two
The leaves I give to the others
The heart I give to you

**THE LEAVES I GIVE
TO THE OTHERS**



Ambassador

Mark II

THE BIG SIZE FAMILY CAR

With an accent on space, Hindustan Ambassador is the big size family car. Provides maximum comfort with deep-cushioned broad seats, relax-angle back rests, comfortable leg-stretch. Enough room for six adults—plus an extra large luggage boot. What's more, 14 H.P. OHV engine gives all the power and speed you need. Extra mileage with low petrol consumption. Economical running and maintenance. Hindustan Ambassador Mark II is built strong and sturdy. Takes a lot of rough ride. Its better road-holding makes fast driving safe. Full view windows and large wide doors. All this with the added beauty of elegant design both inside and outside. Ambassador Mark II is a good buy for its price.



HINDUSTAN MOTORS LIMITED, CALCUTTA

"Raju hated milk ... till I added Nutramul."



**"Now he's
a Nutramul *dada*."**

It's such a problem
getting children to
drink their milk.

That's why
thousands of
mothers bless
delicious Nutramul.
Nutramul delivers
taste and strength.
Nutramul is rich in
cocoa, milk and



malt—tastes
superb. And
contains
proteins, vitamins
and minerals.
So nourishing for
growing bodies.
Flavourful
Nutramul—every
cup builds you up.

**AMUL'S
Nutramul**



Marketed by
Gujarat Co-operative
Milk Marketing
Federation Limited,
Rajkot, Gujarat

Every cup builds you up!



WILLS
NAVY CUT

Made for each other



STATUTORY WARNING: CIGARETTE SMOKING IS INJURIOUS TO HEALTH



"TO SAVE
WATER WE
OFTEN TAKE
A SHOWER
TOGETHER.
AND WE
ALWAYS USE
A BOMBAY
DYEING TOWEL."

Beautiful designs,
lovely colours
Soft and super absorbent
even when new.

TOWELS BY
BOMBAY DYEING



**We're all in it together
For the taste of it**

Campa, the fun drink with the sensational orange flavour. Try it for the fun of it. Drink it for the taste of it. Have it for the sheer joy of living: like all these wonderful, thirsty people. Right now.



**Orange Flavour
For the fun of it**



She's tied to the kitchen-cooking the ordinary way.



She's able to cook in minutes the PRESTIGE way-has more time, more money for other useful work.

Prestige

creates the extra leisure you need

PRESTIGE cooking is pressurised steam cooking...PRESTIGE locks in all the clean steam to cook swiftly and uniformly. Reduces time and fuel spent previously to about one-fifth. Yet it is so safe and simple that even a girl of twelve can cook with it. Over 300,000 house-proud housewives are enjoying the benefits of a PRESTIGE. Get one for your home.

PRESTIGE—the pressure cooker that lasts a lifetime

Choose your
PRESTIGE
from three models:



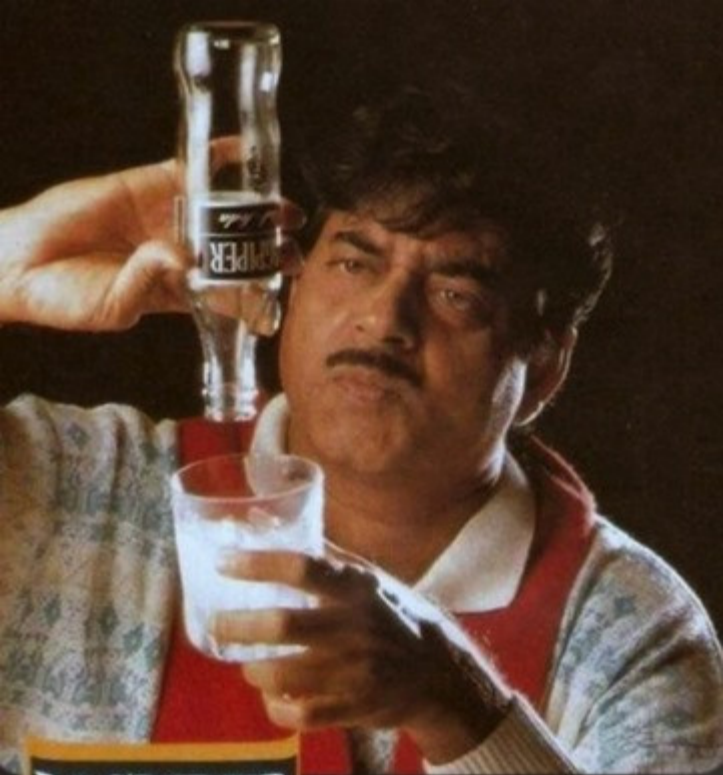
'Model 77'



'Hi-Dome'



'Senior'



BAGPIPER

Black & White

All the makings of a great occasion

Shatrughan Sinha

Shatrughan Sinha

Have you Lost your Vigour ?

IF SO

ALWAYS ASK FOR



(Himeton Laboratory's)

PRODUCTS

HIMETON PILLS

will give you Vim, Vigour & Vitality.

SEXUAL Himeton Pills.



Marvellous for
Sexual Rejuvenation.
Premature old age,
Impotency, Neurasthenia, Vigour,
Strength &
Vitality.

DOSE:—ONE TO TWO PILLS TWICE A DAY
WITH MILK.

CAUTION:—THESE PILLS SHOULD
NOT BE TAKEN BY WOMEN
& CHILDREN.

— **SOLE AGENTS.** —
FOR INDIA BURMA & CEYLON.

HARRISON & COY.

POST BOX NO 2151.

BOMBAY.



BRUSSELS AIR-INDIA

Our airfares are the same as other airlines. Our flights aren't.



Most likely from the fact that our national airlines fly to 150 cities and 100 countries, and we fly to 100 cities and 100 countries.

The only thing you really have to remember is that all scheduled airlines will have the same fares for the same destinations.

So please, what Air India has been saying all along will hold true. There are only two good reasons to choose one air line rather than another.

1) To get to where you're going the fastest, the safest.

2) To get to where you're going the cheapest. Most people are flying Air India that's why before nearly 100 airlines, as early as last year, had our wonderful hospitality.



That's the flight to London
AIR-INDIA

The other reason? The charm of our staff. That's a big part of it. But the main thing is that there's so much more for you in comfort and convenience on the ground and in the air. It puts you in a happy frame of mind.

Next time ask your travel agent for That Night Flight from New York to London, Paris, next stop, where in Europe, India, or beyond.

The fare is the same, certainly, but the flight is so much more.

THE TASTE OF YOUR TONGUE IS PACKED IN THIS BOTTLE

DILIP KUMAR TABLE TASTIES

ROYAL CHUTNEY (SWEET)

The delight of Moghul Emperors
now within reach of all



MANGO PICKLE (HOT)

The pride of Maharashtra, superb
in taste and flavour



LIME PICKLE (HOT)

A universal appetizer and digestive
of rare quality



CHILLI PICKLE (HOT)

Gives an extra edge to the tongue
with a never-to-be-forgotten flavour



SPECIAL INTRODUCTORY OFFER

Rs. 20/-

ONE BOTTLE EACH OF THE
ABOVE WITH A LARGE
BOTTLE OF DILIP KUMAR
AMROSE SYRUP TO ANY
PART OF INDIA INCLUDING
PACKING, FORWARDING
AND FREIGHT

THIS IS NOT A CHEAP PRODUCT
MANUFACTURED FOR COM-
MERCIAL PROFITS. THIS IS A
GUARANTEED QUALITY PRO-
DUCT PREPARED UNDER MOD-
ERN SCIENTIFIC AND HYGIE-
NIC CONDITIONS.

REMIT MONEY IN ADVANCE



MOTHER INDIA PRODUCTS

55 Sir Pherozeshah Mehta Road, Fort,

BOMBAY 1.

If you think this is stretching things a bit too far...



You should see the product!

VIP Frenchie. The compact and precise designer brief with a real manly stretch! The world is switching to it in a big way, and so are our major cities! A real international choice from VIP for our men of style and action.

**vip
Frenchie**

Designer briefs for the man of the world

"Hey, See! I'm Tingling!"



Let me tell you about a fantastic new way of enjoying yourself. It's called Tingling.

Tingling is like laughter, only it isn't fawning.

Tingling brings a kind of attractive gleam to your eyes and highlights the fluttering of your eyelashes.

Tingling is irresistible. And you can do it anywhere.

You can Tingle at home. You can Tingle at a party. You can even Tingle with someone you love!

First of all, you need to know a little about your body and its sensitive zones.

There is one part of your body which is the most sensitive of all.

And that is your tongue.

(Tickling yourself behind the knees with a goose feather is a very, very far second.)

It is therefore important for you to concentrate on your tongue when you want to Tingle.

"Now, do this carefully."

Very, very lovingly open up a chilled, frosted bottle of Double Seven Lime-Lemon.

It should open with a pop, but ever so soft a pop. (If you open it fast, you're wasting some Tingle.)

Now, pour the bubbly drink carefully into a chilled glass. Gently does it.

Take a large sip and don't swallow. With the Double Seven Lime-Lemon in your mouth, move your tongue around.

You'll discover the Tingle at that moment.

Thousands of tiny bubbles will explode against your palate.

"When! Just telling you about it makes me Tingle!"

Follow the procedure, mouthful after mouthful. Take your time. Don't hurry.

You now know the secret of Tingling. But a word of advice here. Don't forget to concentrate on what your tongue feels.

Otherwise you won't taste the crisp, clean flavor of Double Seven Lime-Lemon.

"Don't give up!"

After some practice you will learn how to make the Tingle spread to other parts of your body.

Right now I can make the Tingle reach the base of my spine.

Now I'm practicing to make the Tingle reach the back of my knees.

Then I can do without that silly goose feather.



Double Seven

LIME-LEMON*

The taste that Tingles!

* artificially flavored



BRITANNIA
Glucose-D
The Real One
For taste and nutrition



THE ESAVI INDIA MATCH
FACTORY CALCUTTA

आलोक बाल विज्ञान



आलोक प्रकाशन, ज्ञानवापी, वाराणसी

It makes better sense to buy Surf

"Believe me, there's really nothing more scientific than buying Surf. Its power-packed formulation gives you the best value for your money."

The best value? When Surf costs more in the first place?

"Remember, can't you see how much more you gain? Only Surf washes whiter and protects my clothes. So they keep looking good as new. That keeps adding up to a lot of saving, and that's what I mean by good value."

Agreed, Lalitaji, but is that enough?

"There's more! Every $\frac{1}{2}$ kilo of Surf gives as much powder as 1 kilo of ordinary powder. That means it washes as many clothes as 1 kilo of ordinary powder."

So aren't you getting more out of Surf, once again?"



It means Surf pays for its own way...

So you gain as more than one way. There's all the difference between being cheap and being quality. That's why it will always make better sense to buy Surf.

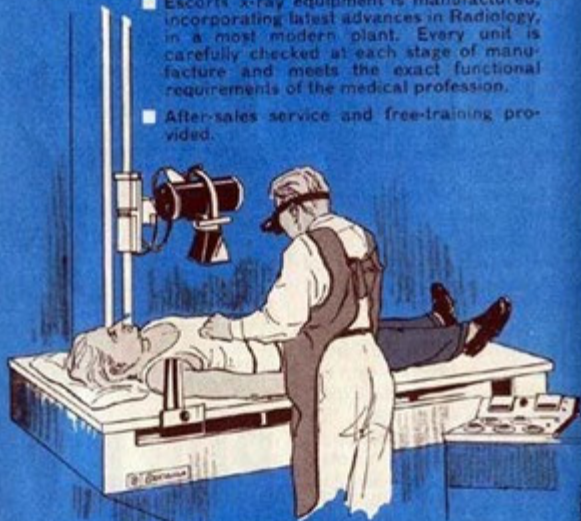






An essential equipment for public health

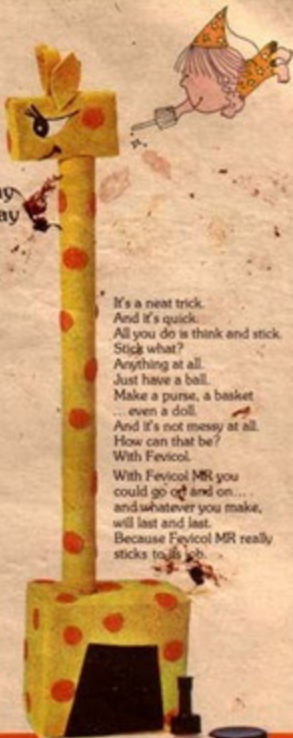
- The needs of public health in India are many. Among them x-ray equipment is one of the most urgent needs. Shortage of foreign exchange to import x-ray equipment was always a great impediment in meeting the requirements of hospitals and other medical establishments. But, now, Escorts are manufacturing Medical, Therapeutic and Industrial x-ray equipment at Faridabad under licence of Westinghouse, U.S.A.
- Escorts x-ray equipment is manufactured, incorporating latest advances in Radiology, in a most modern plant. Every unit is carefully checked at each stage of manufacture and meets the exact functional requirements of the medical profession.
- After-sales service and free-training provided.



ESCORTS LIMITED ELECTRO-MEDICAL DIVISION
18/4, MATHURA ROAD, FARIDABAD (PUNJAB)

Making me is just child's play
You only think and stick away

It's a neat trick.
And it's quick.
All you do is think and stick.
Stick what?
Anything at all.
Just have a ball.
Make a purse, a basket
... even a doll.
And it's not messy at all.
How can that be?
With Fevicol.
With Fevicol MR you
could go on and on ...
and whatever you make,
will last and last.
Because Fevicol MR really
sticks to its job.



For FREE step-by-step instructions on how
to make Gaffy Giraffe, post this coupon to
"Fevl Fairy", Post Box 11084,
Bombay 400 020.

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Age: _____

Address: _____

(1)


FEVICOL MR
Synthetic Adhesive



When you do your best, you stick with the best.

 and FEVICOL brand are Registered Trade Marks

LAND



SEA



AIR



FIAT



Everywhere here and headed yonder...

Brief sketch of a year at Fiat—One million motor vehicles . . . Sales \$1.5 billions . . . \$408 millions non-automotive. Besides factory production, Fiat engineers were: Reclaiming land in Egypt, building roads and other public works in Ethiopia, Nigeria, Argentina, Chile, Morocco, and completing the Akosombo Dam in Ghana,

after finishing dams in Rhodesia, Iran, the Sudan, Ethiopia, and Nigeria, and the Saint Bernard Tunnel through the Alps. Upcoming are V/STOL planes, the Fiat G222 transport, and design and construction for Europe's new scientific satellite. It all grows out of the world-wide prestige of Fiat automobiles.

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Construction House—Ballard Estate—Bombay



HE SOFT, CLEAR VOICE OF EXCELLENCE

Muted as a whisper, designed to glowing perfection, a Finlay fabric like its wearer is clearly and unmistakably itself.



Finlay's



ASP/8.98

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COCKROACHES,
BED BUGS, ANTS...
A SURE KILLER:**

**NEW
FLIT**

**READY-TO-USE
POWDER**
IN THE PUFFER PACK
for easy, effective dusting

Specially formulated for cockroaches, bed bugs and all other crawling insects, FLIT POWDER is a sure killer! It kills when dusted directly on insects; and, long after dusting, it remains deadly to insects that come in contact with it. FLIT POWDER is a ready-to-use insecticide...the only one in a puffer pack for easy, effective dusting.

Remember:
FLIT POWDER
kills all crawling insects



FLIT POWDER is so handy...



In The Home:

For cockroaches, dust into corners of cupboards and drawers, and near drain openings. For bed bugs, treat all hiding places once every 4 weeks.



In Libraries, On Book

Shelves: For silverfish, dust on books, shelves and behind book cases.



In The Garden: It's

harmless to plants but deadly to garden pests: dust on and under leaves for sure plant protection.



ANOTHER **Esso** PRODUCT

Esso Standard Eastern, Inc.

(Incorporated in the U.S.A. with Limited Liability)

When his imagination grows wings...

Leonardo da Vinci, the famous Italian artist and scientist, thought of it first some 500 years ago. His "wings", a motorless airplane, flew with the help of air currents.

Who built the first aeroplane, daddy?



Around 1890, two German Brothers, Otto and Gustav Lilienthal, built gliders. But it was two Americans, the Wright Brothers, who finally built a petrol-powered plane.

'The Flyer' looked like this...



You mean this thing actually flew?



Sure Wilbur Wright flew it for 29 seconds in December 1903 at 30 miles an hour. This was the first time a machine carrying a man had raised itself up by its own power, moved forward, and finally landed again. The French people honoured Wilbur Wright for this historic feat. Only then did the U.S. Government agree to test the Flyer. Later, the Wright Brothers built the first aeroplane factory.

It's getting late, kid. So off you go to bed. But first brush your teeth.

But, daddy...



No burp, young man. Do you want to spoil your teeth? Caring after meals doesn't remove all the bits of food sticking between teeth. They turn into tartar and make your gums weak and spongy.



To prevent this, you must brush your teeth every night and every morning with Forth's tooth-paste you know it was specially made by a dentist—an American one of that, just like the Wright Brothers. Forth's keeps the gums strong and healthy.

To know more about proper dental care, ask for the colorful booklet 'Care of the Teeth and Gums,' available from Dept. 1-5, Marketing Dental Advisory Bureau, Dept. Bag No 3003, Bombay-1. Send 10p stamp to cover postage.



3

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IN THE *S&C* RANGE
AT YOUR RADIO SHOP NOW!**



BC 6156 (AC/DC)
5 valves, 3 bands, bakelite
or wooden cabinet.

Price: Rs. 278*



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6 valves, 3 bands, highly
polished wooden cabinet

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BC 5851 (AC)
8 valves, 5 bands, 3 loud-
speakers, Hi-Fi performance,
beautiful veneered wooden
cabinet.

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**Rs. 1.50
only. In an
attractive
colour**



perfectly
designed clip

sleek streamlined
looks in superior
quality material

special ribbing
for perfect grip

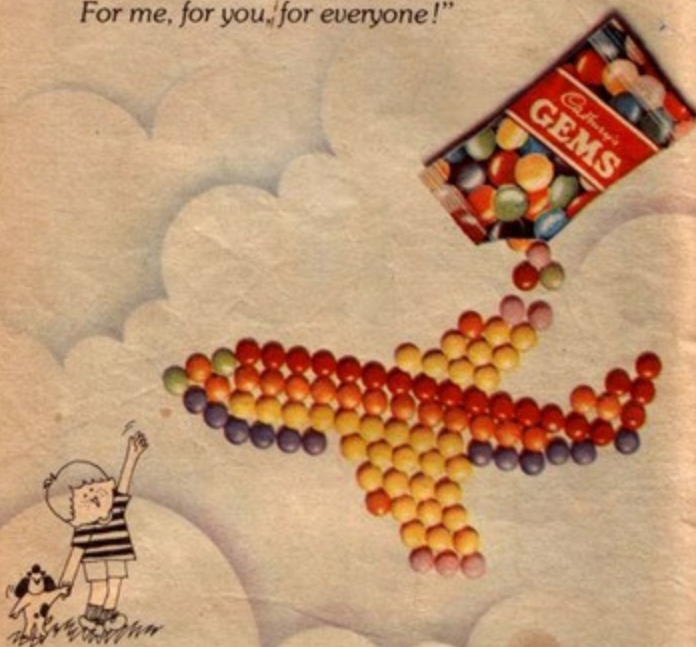
famous Geeflo refill
for hours and hours
of uninterrupted, *
smudge-free writing

Geeflo-77

The low price pen with high price looks
Ideal for students • offices • conferences

Manufactured by: **LION PENCILS PVT. LTD.** 95, Paripat, Marine Drive, Bombay

"I'll make my airplane fly
High, high up in the sky
I'll get some Gems, just for fun
For me, for you, for everyone!"



Got a moment? Get a Gem!

Cadbury's
Chocolates

Anything's possible with Cadbury's Gems!

चंद्रा मामा बूझ के हाटे -
छोटे छोटे, प्यारे प्यारे,
टंगबिटंगे कैसे ताटे?
ताटे नहीं, ये जेम्स हैं ताटे.



Cadbury's **GEMS**

Cadbury's
GEMS

जो चाहे खेले, जो चाहे छाले.





a pleasure to share ...

Yes, it is a way of sharing a pleasure. Wherever friends get together, Mohan's delicious Gold Coin Real Apple Juice is welcomed and enjoyed - a sign of good will. Enjoy it - and serve it with pride.



Gold Coin

Real APPLE JUICE

Over 110 years experience distinguishes our products

DYER MEAKIN BREWERIES LTD., ESTD. 1855

Mohan Nagar, (Ghaziabad) U. P.

Solan Brewery - Lucknow Distillery - Kasauli Distillery



Sparkling & Non Sparkling



'It's the bestest drink!'



Layers of happiness

RAINBOW TREAT

Pour prepared lime jelly into individual long glasses till half full. Let it set in the fridge. Then add a little thick custard in each glass. Empty 2 bottles Gold Spot in ice-trays and let it harden in fridge. When set, remove and crush into bits. Just before serving top each glass with the crushed Gold Spot ice.

Looks too good to eat!

**KEEP GOLD SPOT STOCKED AT HOME.
UNEXPECTED GUESTS DROP IN ANYTIME!**



Gold Spot. The taste goes to your smile.



Hooray! Hooray!
It's a Goldspotting day!

Gold Spot ting...
you'll like it

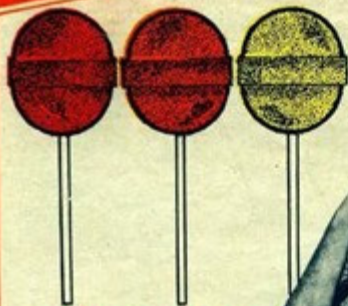


Is there a
Goldspotter

Children love it
The young adore it
The old like it



THE WONDER
CHUPACHUP LOLLIPOP
FOR ALL AGES



HARNIK

FOOD INDUSTRIES, PUNE.

Insist on Harniks
CHUPACHUP Lollipop



Breeze



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TV Drive-in Bank

— the first ever in India



Drive up... deposit,
or withdraw cash...
drive out in seconds
*- thanks to television
and I.O.B!*

This one more advance in banking facility is the only one of its kind in India and is now offered to customers at I.O.B.'s Cathedral Branch, Mount Road, Madras 2



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Over 125 branches at all important places in India and overseas

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*My doctor says
ordinary powders
won't do...*

We babies
need
Johnson's[®]
baby powder

A BABY'S skin is very sensitive to perspiration acidity and wet nappies. Mothers, ordinary powders will not do. Your baby needs a special powder—JOHNSON'S baby powder.

Superfine JOHNSON'S baby powder absorbs moisture *without clogging baby's skin pores*. It is formulated to prevent nappy rash and other irritations.

Soothing JOHNSON'S baby powder used after bath and at nappy changes will keep baby dry and protected.

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[®] Trademark

KEEP YOUR HAIR GLOSSIER, BLACKER

—with cooling white

BRYLCREEM

* Brylcreem's pure creamed oils show off your hair's natural blackness with a smart, handsome gloss. Every day, massage your scalp with pure white Brylcreem. It fights dandruff, keeps your hair clean and healthy.

* A little Brylcreem goes a long way! Prove it for yourself — get your jar of Brylcreem today, and see how long it lasts.

BRYLCREEM

for successful men

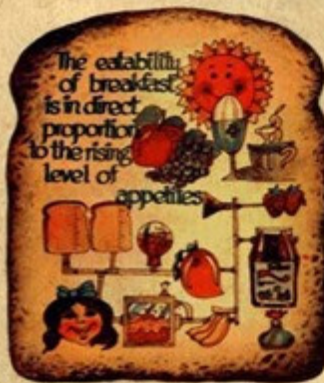
*Kishore Kumar — famed
for his many starring roles
— uses Brylcreem for
glossier, blacker hair.*



GROUP LABORATORIES (INDIA) PRIVATE LTD

APR. 1973

Kissan Jam's Law of appetite



All your favourite fruits come together in Kissan Mixed Fruit Jam to make one great flavour. Think of different ways to eat it in. Spread it on a crunchy cracker. Roll it up in a chappati. Drink it stirred in milk. Kissan's fruity goodness makes almost everything more delicious.

THE KISSAN RANGE

Mixed fruit, pineapple, strawberry, raspberry, mango, apple, apricot, Goldenmist orange marmalade & guava jelly.

A little sweetness goes a long way



Starry Strawberry met
 Merrymaking Mango met
 Aristoapricot met
 Bunchovgrapes met
 Porcupineapple met
 Apple-of-his-eye and
 they all lived happily
 ever after in Kissan
 jams.



The Kissan Range
 Mixed fruit, pineapple,
 strawberry, raspberry, mango,
 apple, apricot, Goldenmist
 orange marmalade and guava
 jelly.

Kissan



Tonight
don't put the
lights off

*You can't see the
colours of passion
in the dark*



KOHENGER
fiesta

Available in Red, Green, Blue, Violet & Black.

A **fiesta** Product



*Colour
Condoms*



ল্যাক্সে সুন্দরী-মল
ল্যাক্সে বড় তালমল



মনসোফা লাল, গোলাপি, ধূসরী আর বেগুনী।
জন্মের আর হাত-পা: অতি সূক্ষ্ম ল্যাক্সে
নিপটিকের বড় বিখ্যাত হয়ে যা মনে দার না। ল্যাক্সে
মেল এনামেল ঘে ঘর আলীলাজ্ঞে, টেক
মহা-...। একই মনে ল্যাক্সে উল্লস। ল্যাক্সে
অভিমান। ল্যাক্সে গবেষণা। ল্যাক্সে বড়। অগ্নি
আই শালব আর মল মনসোফা-আলমোকেক।

ল্যাক্সে

লিপস্টিক আর মেল এনামেল
মনসোফা বড়ের বিখ্যাত মনসোফা



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ল্যাক্সে



freespirit by LAKME

WINTER 2006



*For Someone
Extra Special*

Only the best

...and well-deserved for sure. □ Touch of class about Lal-imli
□ Tops in pure wool: mixtures just as good. □ Expensive
but excellent. Quiet shades □ Elegant designs □ Handsome,
really handsome.

PURE WOOL SUITINGS ★
"TERENE"/WOOL SUITINGS
★ BLENDED FABRICS ★ RUSS
AND BLANKETS ★ KNITTING
YARNS — "TWINKLNIT"
"COUNTESS", "BIKANYL" ★
READYMADE KNITWEAR

Lal-imli



THE BRITISH INDIA CORPORATION LIMITED
CAWNPORE WOOLLEN MILLS BRANCH-KANPUR, U.P.

A battle of wits ... And barrels of fun!
That's the promise of Leo.



**Now! All new!
All exciting!
Super-duper fun games from Leo.**

Games. And games. And more games ... Castles ... Logica ... Square It! ... Word for Word ... Word Wizard ... Word Power ... Look 'n Spell ... All fun-filled. All action-packed. To keep you entertained and enthralled for hours. To provide you with loads of excitement. Games that sharpen your wits. Games that increase your vocabulary. Games of skill and forethought. Of quick action and quicker thinking. To play with

the family. With friends. Or even alone. Games that give you a great time!

Come see the Leo range of games. Enter the exciting world of Leo — you'll never want to leave it!

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Blow Plast Ltd.
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**Toys that care.
Because you care**

"OKAY TROOPS, OPEN FIRE!"

UnCLE Leo gave the order to attack. We lifted our guns and started firing. I had brought my Auto Rifle and Cowboy Special and Vivek had a Flying Saucer gun and Funshooter.

Bang, bang, rat-tat-tat, bang. The enemy, armed with Bull's Eye guns, Mauser pistols and Rat-A-Tats was coming closer.

But Ramesh saved the day with his fast-firing Jungle Commando. The enemy fled and we won the fight.

You can join our Leo gang too, if you don't have a Leo Funshooter, get one.

There's a whole lot of them and they are very good. That's what my Daddy says.

**LEO
FUNSHOOTERS**
— from
Rs. 29 to Rs. 99

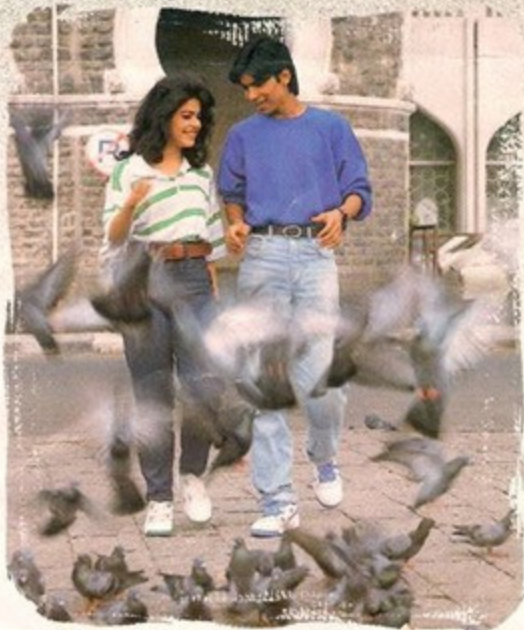


COME ON!
LET'S PLAY!

**LEO
TOYS**



LINTAS LEO S 2016



*Years of living next door
to each other.*

Good friends. That's what we were.

Until ...

Fingers crossed, I proposed.

*As I watched nervously,
She high stepped and clapped!*

*I felt I was falling through the
blue, blue skies!*



FORCE 10™

It's like walking on air!



For Trade Enquiries Contact : Post Box No. 103, Kamal-132-001, Phone: 0184-43911/2/3/4/5, Telex: 396201, 396202 LIFO IN

**Let him feel
the warmth of
your protection...**



Always!

Your child, your hope, is at his best in a loving, secure, worry-free environment. And like every fond parent, you strive ceaselessly to ensure an enduring, secure atmosphere full of the warmth of your loving care.

But what of the future?

Let LIC help you in meeting your child's future needs. Choose from the many attractive schemes to provide for children's education, marriage, or start-in-life:-

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- Endowment - type Policies on the life of parent/child.

For further details, contact your LIC Agent or the nearest Branch Office.

**Plan Today to Ensure
A Bright Future for Your Child.**



**Life Insurance
Corporation of India**

QUALITY TEAS FOR THE QUALITY CONSCIOUS



YELLOW LABEL TEA

A blend of finest
Assam and other fine
teas selected for
strength and flavour.

GREEN LABEL TEA

Finest
Darjeeling
Tea.



Come alive with freshness



Totally different LIRIL. Rippled green with the exciting freshness of limes. Tangy, tingling LIRIL...makes a fresh new woman of you.

Liril
THE FRESHNESS SOAP

with the exciting freshness of limes



Star of Teen Devian

*'I care
for my
complexion
with
LUX
says NANDA*

Your complexion is
as important as NANDA's
...it deserves the same care

**LUX TOILET SOAP—
the pure mild beauty soap
of the film stars**



Luxon-LTS, 188-483

A HINDUSTAN LEVER PRODUCT

घर घर में मेरा घर है
हर दिल में मेरा घर है

माधुरी

नाम है,
जी बहलाना
काम है

पिछले दशक की सारी हस्तकला - पिछले से बनी
उसकी डिजाई की हस्तकला, उसके डिजाई की हस्तकला
सबकी डिजाई की डेरी बनी-सी बनी, सारी हस्तकला
सोना के हुए पत्थर को डिजाई लीके से पैदा करने की
शक्ति, या फिर, बलाकारी, बलाकारी,
पिछले की शक्ति।

युं कह लीजिये, पिछले से बने हुए, बलाकारी, बलाकारी,
सोना के बने हुए, उसके डिजाई के साथ में बने,
माधुरी के पक्ष में पिछले डिजाई पैदा बनी है, जो घर
के सभी को बड़े बड़े डिजाई बलाकारी बलाकारी है, बलाकारी
लोकप्रियता के दूर, लेकिन बलाकारी से बलाकारी



माधुरी

घर भर को रिखाने वाली फिल्म पत्रिकाओं की राती





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Also in Cotton/'Terene', Tebilized and Mafinised quality



NEW SHORROCK (SHORROCK), Ahmedabad • NEW SHORROCK, Nadiad • STANDARD, Bombay • STANDARD (NEW CHINA), Bombay • STANDARD, Dewas • SASSOON, Bombay • SASSOON (NEW UNION), Bombay • SURAT COTTON, Surat • MAFATLAL FINE, Navsari



Admit it.
You've always
been crazy about
topless models.

Jeep® Wrangler. A classic that's still going strong. 4-door, 2-door, 4x4, 2x4. Call 1-800-4ADIEP for more information.



Mopar CLASSIC
The Hall of the Wheel

The Maltova Gang takes to the hills.

What a way to start the holidays! The whole gang decided to go hiking at Kamala Fort, near Bombay! Daboo and Malti were in charge of the picnic lunch... sandwiches, apples, biscuits. And a large, comforting flask of Maltova at the ready!

Minnie gets lost...

The gang set off with the sunrise, reaching Kamala Bird Sanctuary in time for breakfast. After a quick cup of Maltova, they were up, up and away. Little Minnie scampered ahead. And got lost! Now what? Everyone was worried. It seemed as if the sun had gone behind the clouds when suddenly... there he was, that lovable magic Elephant. Leading a dishvelled, sheepish Minnie by the hand! She had wandered away in search of wildflowers and couldn't find her way back. "Minnie, next time you do something silly like that, we won't take

you hiking with us again," scolded Daboo. "I think she's learnt her lesson," said Veru and Salim together. "Let's carry on!"

It was a beautiful, beautiful day

The gang enjoyed their picnic at the fort. After a brisk game of cops and robbers, it was time to go home. But first things first: a hot, comforting mug of Maltova for everyone. "Now, Minnie, stay close and don't vanish," said Daboo. And down the hill they went, a song on their lips and joy in their hearts.

Maltova makes all the difference

Yes, Maltova children get the most out of life. Because every cup of Maltova has the concentrated goodness of golden wheat, barley, pure milk, rich cocoa and

sugar. For better resistance. More energy. Greater stamina. Give your children Maltova. And watch them grow up strong and healthy. Maltova gives your children a zest for life.

Join the Maltova Club.

It's so easy.

Just send three 500-gms. jar labels and inner seals or three top flaps of a 500-gms. refill pack to:

The Maltova Club

4th Floor, Bhandari House
91, Nehru Place, New Delhi 110 019.

And you are in.



Join the
Maltova
Club



JIL JAGATI INDUSTRIES LIMITED

Vitamin-enriched Maltova: for health, strength and energy

PROTECT

YOUR
VALUABLE
**FUEL
INJECTION
EQUIPMENT**
WITH GENUINE MICO
FILTER INSERTS



REGD. TRADE MARK



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SALES HOUSES AT : BOMBAY-2 : 41, QUEEN'S ROAD

CALCUTTA-14 : 91A, PARK STREET. MADRAS-2 : 1/155, MOUNT ROAD

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- बीलका टॉफीज़
- कोकोनट टॉफीज़
- पाईनऐपल टॉफीज़
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मॉर्टन का मज़ा !!**


MORTON

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Jumbo sized toffees from
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Double the goodness. Double
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Warning : Just make sure you're buying the real Morton Sweets

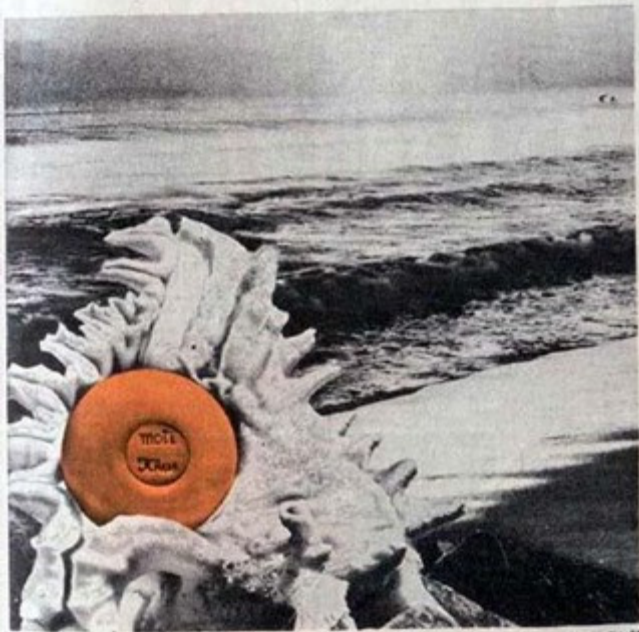
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MYSORE SANDAL SOAP GREAT INDIAN HERITAGE CONTEST

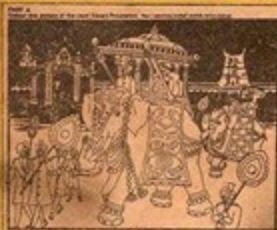


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for boys and girls below 16 years (those born after May 31, 1960)

**HERE'S A FUN WAY TO SPEND YOUR HOLIDAYS...
AND WIN EXCITING PRIZES TOO !**

Fun and easy to enter! Here's what you have to do.



a) Colour the picture of the Royal Dasara Elephant procession that is printed on your entry form. Use paints, crayons, bits of coloured paper, cloth—anything to brighten up the picture. The most imaginative and colourful entries win prizes!

b) Answer 5 easy questions on India's glorious history and traditions, the land and her people. All you have to do is tick off the right answers to any 5 questions out of 9. Your history book will help!

**CLOSING
DATE
MAY 31, 1976**

HURRY! Entry forms available
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Get yours today!



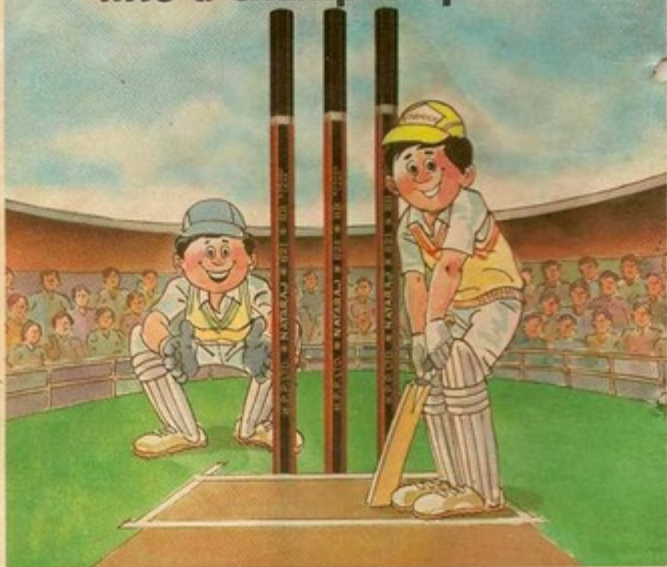
**MYSORE
SANDAL**

**the great
Indian tradition
in luxury
bath soaps**

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NATARAJ

Pencils with a longer lifeline

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Available in
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colourful
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The restless pawing of the sacred bull. Dark eyes kindling with excitement as a lithe figure leaps to the charging animal...grasps his horns...turns a perfect handspring over the heaving back.

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Bull leaping was the favourite sport of the Minoans of Crete. In brilliant colour their murals illustrate this zealous pastime. An artistic, pleasure-loving people, the Minoans built great palaces, created exquisite works of art with a love of pagantry and warm colour.



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comes in new
international
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And that's not all, dears! We have improved the flavours that last longer. More bubbles, more fun with new NP Dubble Bubble Gum. Now you know why we are the 'Goodest'—We mean the 'Best'.

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the only bubble gums with the ISI mark of quality.



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4/2

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a Nutramul *dada*."**

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drink their milk.

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mothers bless
delicious Nutramul.
Nutramul delivers
taste and strength.
Nutramul is rich in
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malt—tastes
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proteins, vitamins
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So nourishing for
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Flavourful
Nutramul—every
cup builds you up.

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Nutramul



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Gujarat Co-operative
Milk Marketing
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Every cup builds you up!

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स्वाद निराले....



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कुरकुरे, मज़ेदार,
किस्में - बेशुमार !



हर स्वीट
स्वाद में लाज़वाब

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INDIA IS A LOT RICHER THAN YOU THINK!

Rich in natural beauty.

Sun-kissed valleys, lush green forests and rippling brooks. Wildly beautiful landscapes. Stately tigers, lumbering elephants, the sturdy rhino and bird sanctuaries. A veritable treasure-house of flora and fauna.

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Experience it all.

Even on a short holiday. By air, Indian Airlines help you do it. With a fast, modern fleet and country-wide network that flies you to every interesting nook and corner of India. Quick! See it all.

Your travel agent will help you with all arrangements.

Get set for



PATA 78

India
Sri Lanka

26

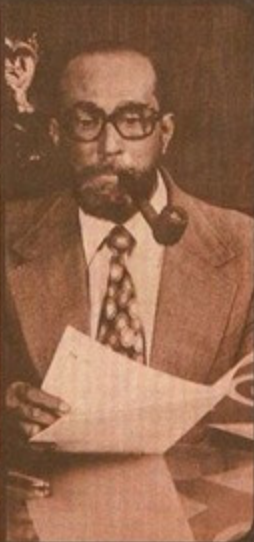
Go
places
and fly 

Indian Airlines

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**From bedroom
to boardroom.
A blanket statement,
suitably precise.**

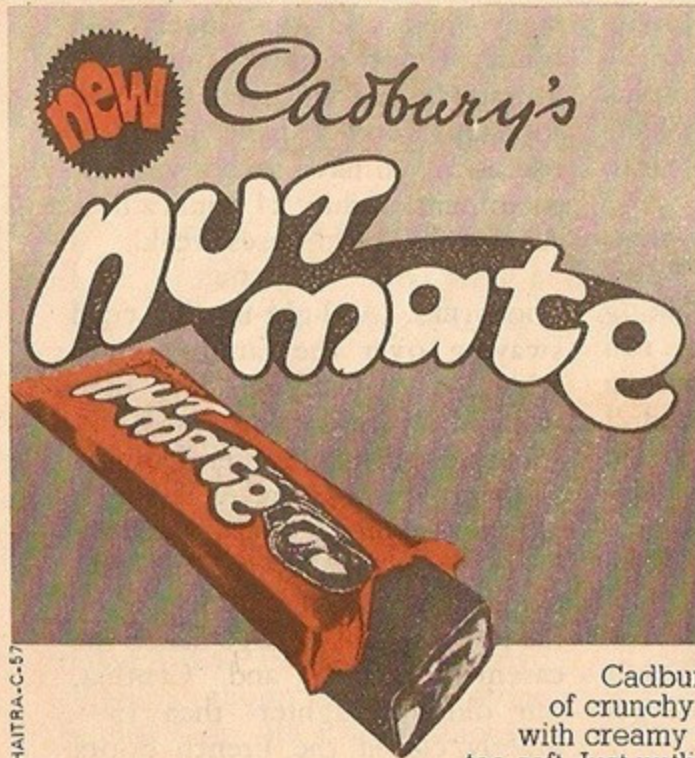
Our blankets encourage good nights to wake up to happy mornings. And our suitings add authority to executive statements around the country. We also make suits, jackets, trousers, jeans and sportswear. In an exuberant range of more than 1,000 colour/design combinations. After all, we have to stay wide awake on the job so that you can dream up the wardrobe you want. And that's another fine Board resolution from Raymonds.



From sheep to suitings-only Raymond's

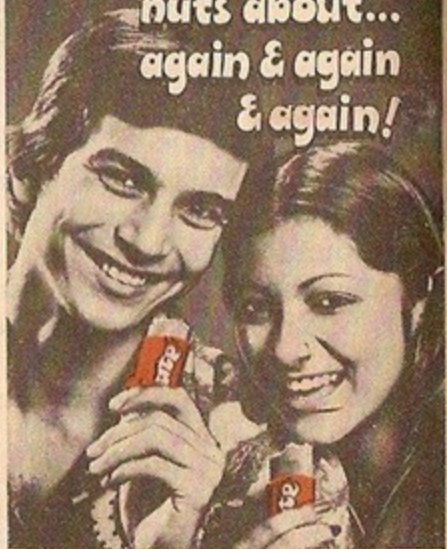


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the taste you'll go
nuts about...
again & again
& again!



Cadbury's Nutmate. A super combination of crunchy nuts and chewy caramel, covered with creamy milk chocolate. Not too sweet. Not too soft. Just nutlicious! G

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Husbands, like Hari, are often too rushed to eat. His wife gives him Complan: the only health drink that's a complete meal—an instant meal.



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Vitamin K
Plus trace elements to maintain healthy metabolic functions

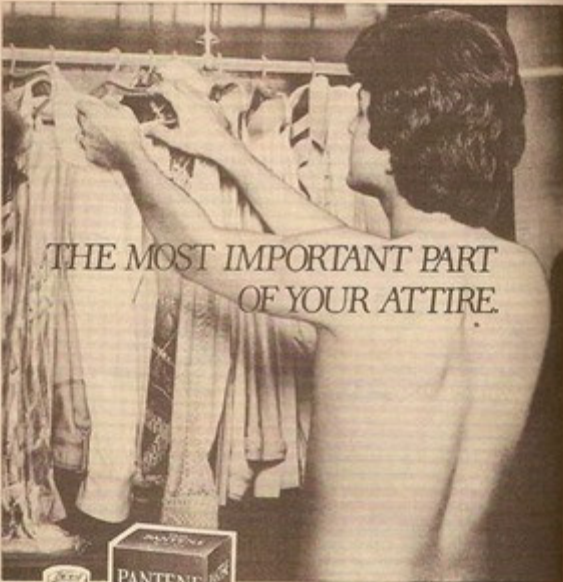
No need to add milk

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Pantene. It ensures strong, healthy hair growth. Because 'Panthenol', its unique ingredient helps stimulate and normalise healthy blood circulation.

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'I've a soft spot for Gold Spot!'



Time to pamper awhile!

Happy Birthday Flavourite

You will need: Chilled Gold Spot.
Vanilla ice-cream. Orange segments,
apple bits. Cherries for topping.

How to make: Pour Gold Spot and
fruit bits into party glasses. Add over it a
scoop of ice-cream. Top each glass
with a cherry.

**KEEP GOLD SPOT STOCKED AT HOME.
GATE-CRASHERS, YOU'RE WELCOME!**



Creative Unit A 1975

Gold Spot. The taste goes to your smile.

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Your three metre suit length is so important to us, we produce tens of lakhs of metres per year for you to choose from.



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Cathay Pacific is at home in virtually every place worth seeing in Asia.

That's only natural!

We're the British airline that has been growing up in the Orient for over 30 years now.

Our modern fleet, flown by British and Australian pilots, links our home base, Hong

Kong, with all the major cities of S.E. Asia, with Australia, and with the Middle East. On board, you are attended to by English-speaking flight hostesses who come from all the countries we serve.

We pride ourselves on our cuisine too. Come on over. You'll find the Far East is out of this world.

Hong Kong's discovery airline

CATHAY PACIFIC

The Swire Group



"We know
you'll like us"

BOMBAY: Taj Inter-Continental, Apollo Bunder, Phone: 297755 • CALCUTTA: Jeevan Deep,
1 Middleton Street, Phone: 44723 • MADRAS: 153, Mount Road, Phone: 6356
• NEW DELHI: Hotel

Style-C-427 R/778

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Cathay Pacific is at home in virtually every place worth seeing in Asia.

That's only natural!

We're the British airline that has been growing up in the Orient for over 30 years now.

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CATHAY PACIFIC

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"We know
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The Old Spice range:
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The complexion beyond compare.
Soft. Smooth. Naturally beautiful.

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Exquisite perfume.
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Like silk on your skin.
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Lux Supreme leaves your
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naturally beautiful.



You'll never use
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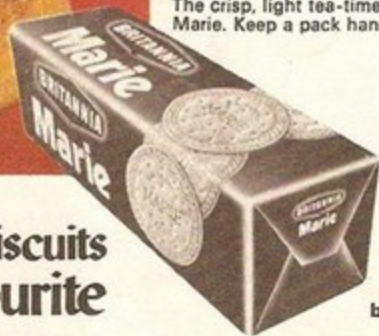
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Guests for Tea



Bring out BRITANNIA MARIE

Teamates: the cup that cheers and the biscuit that goes with it, Britannia Marie! Just the thing to serve when guests drop in. The crisp, light tea-time bite—Britannia Marie. Keep a pack handy.



BRITANNIA **MARIE** Biscuits
the crisp tea-time favourite

BRITANNIA
Britannia
biscuits are the best
LINTAS-BBC.M.4-1610

This tin carries the promise
of a smooth-as-silk finish.

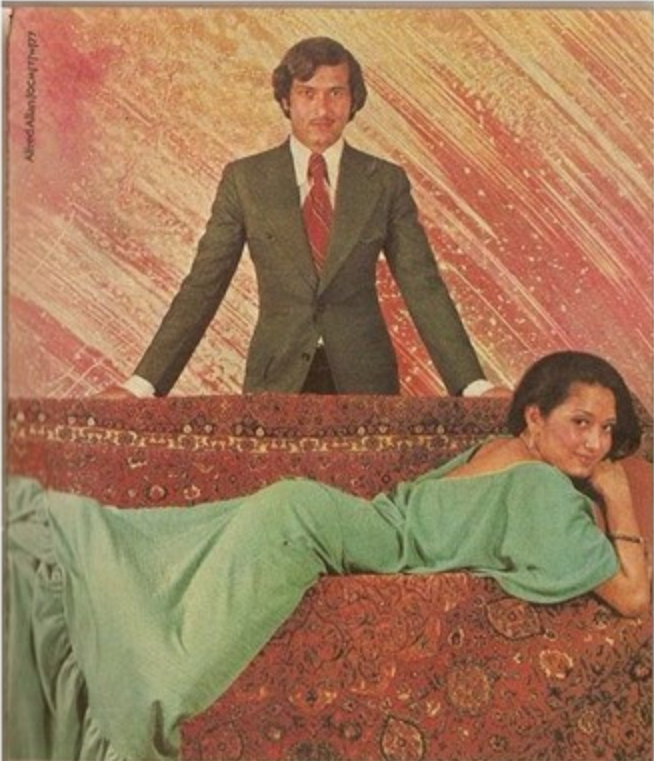
It is new
Nerolac Acrylic Emulsion
with micronised pigments.

- Reinforced with SILICONE for durability.
- Washable through years of use.
- Available in Wonder White — so white that you get the cleanest, purest shades with Nerolac Universal Stainers. Also in a wide range of colours.
- Made to a thick butter-like consistency for greater economy.
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Cloth for Men.....

Carpet by OCM

join the ocm caravan

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SUITINGS**

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water raising its lips
to drink in the sky
oblivious of the clouds
passing idly by
the heavens so blue
so calm and serene
with a single touch
send wild tremors
down the waters
for me to feel

Nature our teacher



The many moods of blue



asian
paints

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A delicious *two-in-one* treat



Cadbury's
**Chocolate
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Chewy caramel with a creamy
milk chocolate centre.
Children love them!
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**NEW
ORANGE
FLAVOUR**
in the orange
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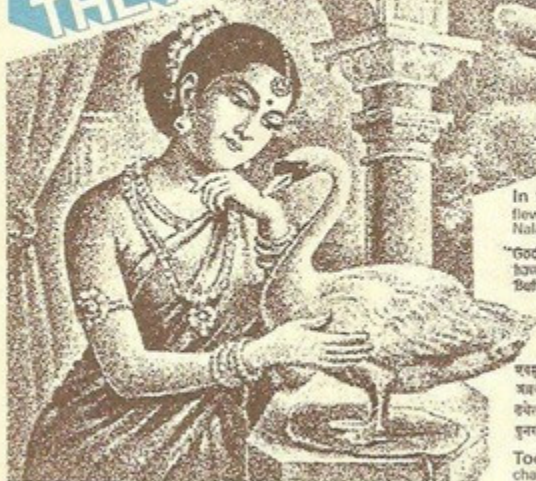
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**DESIGNS
FOR
DIWALI**

Bata
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COMMUNICATION- THE AGELESS ART



NALA AND DAMAYANTI

In the days of yore, a golden swan flew to Damayanti's abode and spoke of Nala's valour and greatness.

"Gods, men and Gandharvas have we beheld
But never none among them like him."

On hearing this, Damayanti beseeched the swan to carry her message of eternal love back to Nala.

सप्तम्या तु होमं दमयन्ती विप्रोषते ।
प्रज्जलीयन् न ह्येव लवण्येन को वद ॥
कथे-वृक्षशान्दः कम्पां विदमेव विप्रोषते ।
कुनरामस्य निज्यासते सर्वे मयदेवद ॥

Today, however, man is constantly challenged by the need for faster and

accurate means of communication, and HTL has played no small part in meeting this challenge.

HTL, in the service of printed communication, makes teleprinters in several languages and scripts. Other products include teleprinter switching equipment, computer peripherals, printing perforators, automatic tape transmitters and perforators and other ancillary equipment.

HTL's products have been exported to several countries including Afghanistan, Kuwait, Sri Lanka, Nepal, Egypt and Greece.

As man moves towards a future streamlined by advanced communication systems, HTL is committed to meet the challenge with vigour and determination.

Give your child extra energy
to stay ahead with
cocoa-delicious Bournvita



Bournvita now contains
more cocoa to make it
tastier, healthier.

In addition, Bournvita is
packed with all the nourishing
goodness of malt, milk and
sugar. Two teaspoonfuls in a
hot cup of milk, make a
delicious, energy-giving drink.
Give your children Bournvita
every day, twice a day.



MOORE

Save

75%

Re 1

with the 450 g.
Special Offer
Refill Pack.
Offer open
till stocks last.



Cadbury's **Bournvita**
with more cocoa: tastier, healthier

**"I learnt how to ski.
Stayed in a cosy snow-topped
mountain cottage.
And helped the kids build
a fat snowman!"**

**Your kind
of holiday.
On your
kind of
budget.**

Surprise!

"At first I was a little worried about accommodation and prices... I wanted to get as much holiday into the time I had, at the least possible expense. I shouldn't have worried. I had the time of my life skiing, sleighing, ice-skating... all within my budget."



Fun on a budget.

Kashmir's winter is a kind of alpine holiday right here in India. Take skiing. Gulmarg offers some of the finest ski-slopes in the world, with aerial ropeways and chair-lifts.

Srinagar in winter is great fun too. Shop in snow-covered bazaars. Or watch the snow fall from the warm comfort of your houseboat.

**Upwards,
forever upwards.**

Pahalgam is mountains with snow-capped peaks, fir and pine forests... and lots of the stuff snowmen are made of.



**Bring your family
and budget along.**

The best part about Kashmir is that you can spend 30 or 300 rupees a day. Without missing out on anything. Accommodation is good and plentiful. In fact, a Kashmir holiday is available to you on the kind of budget you have.



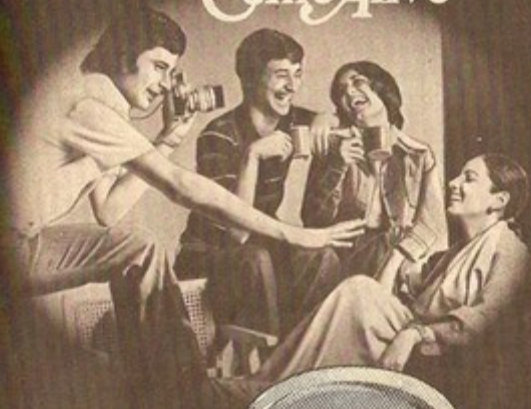
Indian Airlines operates direct flights from Delhi to Jammu and Srinagar. Train services terminate at Jammu. Road transport upto Srinagar includes State Transport buses and taxis.

Ask your travel agent or contact the nearest Tourist Office for information. About when, where and how to go on the holiday of your life on a budget.



Kashmir in Winter
देहीनोटमाला.कॉम

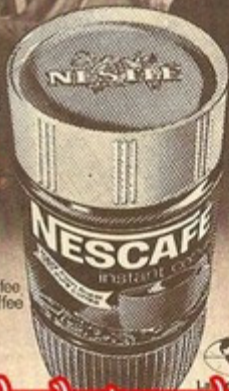
Come Alive



to the lively, stimulating
taste of

NESCAFÉ

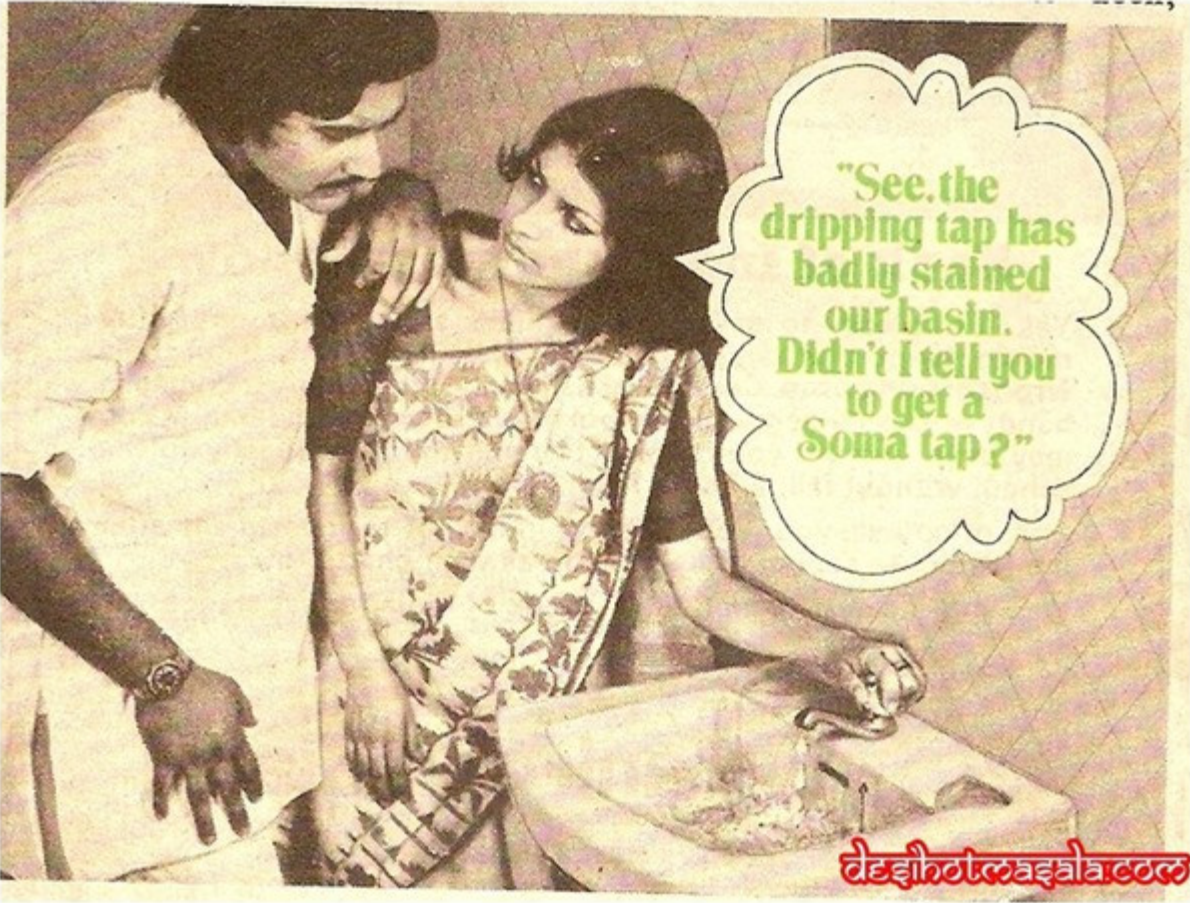
the only instant coffee
made from 100% pure coffee



the best selling

NS-CAS-377

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A man in a light-colored shirt and a woman in a floral sari are looking at a white sink. The sink has a faucet with a small amount of water dripping from it. The sink is stained with brown and pinkish marks. The man is pointing at the sink with his right hand. The woman is looking at the sink with a concerned expression. The background is a wall with a diamond pattern.

"See, the
dripping tap has
badly stained
our basin.
Didn't I tell you
to get a
Soma tap?"

वेडहीकरीलवाडीवाळ

MONACO tricks-n-treats



PARLE
MONACO



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**A UNIQUE MONACO
RECIPE BOOKLET IN FULL COLOUR!**

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flaps of 3 Monaco Cakes or tin foil of
1 Monaco Tin) to: Parle Products
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Give your name and address
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ever 1915/PP

**That's right:
HMT is helping to
produce better clothes
for more people.**



Behind the stripes, checks, weaves and prints of today's garments are the textile mills, cotton growers and fibre manufacturers.

And behind them all is HMT. With tractors that help grow more cotton. And with machine tools that make the machines that textile mills and fibre manufacturers use.

Yet machine tools and tractors are not all that HMT makes. We also make wrist watches. And printing presses. And (from this year on) electric bulbs.

But then, making what people need is the basis of our whole philosophy at HMT.

We take pride in this.

And our pride is reflected in the quality of our products. And in the standards we have always maintained. We shall continue to maintain these standards—on every single product that bears the HMT name.

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**We're much more today
than just machine tools**

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PARAGON presents

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A
NEW WORLD
OF
SYNTHETIC
FIBRE
FABRICS



ELPAR is introduced by Paragon which first brought to you Nylon and then 'Terylene'


ELPAR fabrics bring to you: a NEW elegance in looks □ a NEW durability in use □ a NEW capacity to look crisp and correct after repeated wearing and washing. □ ELPAR 'Suttings and Shirlings'—for that "man of distinction" look. □ ELPAR Sarees and Dress materials—for all "first-with-the-fashion" women. □ Best of all, PARAGON alone offers you

a never-before-given **MONEY-BACK GUARANTEE** (Please ask your dealer) □ Available at all fine stores.

Win Prizes. Listen-in to PARAGON's "Sangeet Khe-zans" over Radio Ceylon. Every Sunday morning, 10.30 to 11 a.m. on 25, 31 & 41 metre bands.

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MY SHARE OF
PARRYS
SWEETS

SHARE
THEM.
ENJOY
THEM.
LIFE'S
MORE
FUN
WITH
PARRYS
SWEETS.



—makers of superior sweets

HAVE YOU TRIED: HEALTH FRUITS—
GINGER CAPS—LEMON BAKLEY COCONUTS—
MILK TOFFEE

PARRYS CONFECTIONERY LIMITED, Madras

Pan's Fun page

टॉफियों का राजा लाया
मजे के खेल—
खेलते-खेलते सीखो!

कागज़ से ऐसा हाथी बनाओ जो अपने पैर
पर खड़ा रहे. देखो यह है कितना आसान.

- 1) काग़ से काग़ज़ के तीन टुकड़े 'x', 'y' और 'z' लो. इन टुकड़ों पर इस हाथी के चित्र की ट्रेसिंग से नक़ल करो
- 2) तीनों चित्रों में रंग भरो. उन्हें काट लो और अपने को इंटिग़र लाइन से मोड़ लो
- 3) 'x' चित्र की पिछली तरफ़ के अपने हिस्से को 'y' चित्र की पिछली तरफ़ के अपने हिस्से के साथ जोड़ से पिचका दो
- 4) अब 'z' चित्र के पीछे की तरफ़ के दो हिस्से को 'x' और 'y' चित्र के बाकी के अपने हिस्से (चित्र देखो) के साथ पिचका दो

हाथी अपने पैर पर खड़ा हो जाएगा और सजसजत बढ़ेगा.

राज, तुम्हारा जन्म दिन पर सजसजत है.

इसलिए अपना नाम, पता और जन्म दिन लिख कर इस पत्र पर भेज दो—

The King of Sweets
P.O. Box No 2040
Madras 600 001



THE KING OF SWEETS



"It's spellbinding..."

**The chewy,
chocolatey
wonder eclair.**



Parry's Eclairs are
"funtastically" fantastic!
So chocolatey and chewy
they'll just linger in your
mouth. Bite into one and
you'll be in a wonderworld
of your own.



Parry's Eclairs. They're just umm...mmm

Ideal Gift for the Festival Season

Parry's

FESTIVAL CASKET

A delicious assortment of quality sweets and toffees.
Everybody will love the sweets, treasure the casket.



Made by PARRYS CONFECTIONERY LIMITED, Madras



Nett
weight:
500 g

Pears' Soap



*Good Morning!
Have you used
Pears' Soap?*

There's health in **Phosfomin** for all the family

There's Vitamin B Complex in Phosfomin, there's multiple Glycerophosphates, too... to keep your family strong, lively, healthy. No more that feeling of tiredness and fatigue with Phosfomin in the home. Phosfomin restores vigour, revives appetite, builds up stamina, strengthens body's resistance. The whole family enjoys good health with Phosfomin—the green fruit-flavoured vitamin tonic.

A vintage advertisement for Phosfomin. The background is a solid green color. In the foreground, a woman with dark hair, wearing a patterned sari, is shown from the chest up, looking down at an open book or a box. To her left, in the lower-left corner, are a glass bottle and a cardboard box of Phosfomin. The box is white with green and red text, including the brand name 'Phosfomin' and 'VITAMIN B COMPLEX'. In the upper-left area, two children are playing at a small wooden table; a girl is standing and a boy is sitting. In the upper-right area, a young child in a white diaper stands with their back to the camera. A large, dark apple is suspended in the air in the upper-middle section. The overall composition suggests a healthy, active family.

POND'S

Dreamflower Face Powder

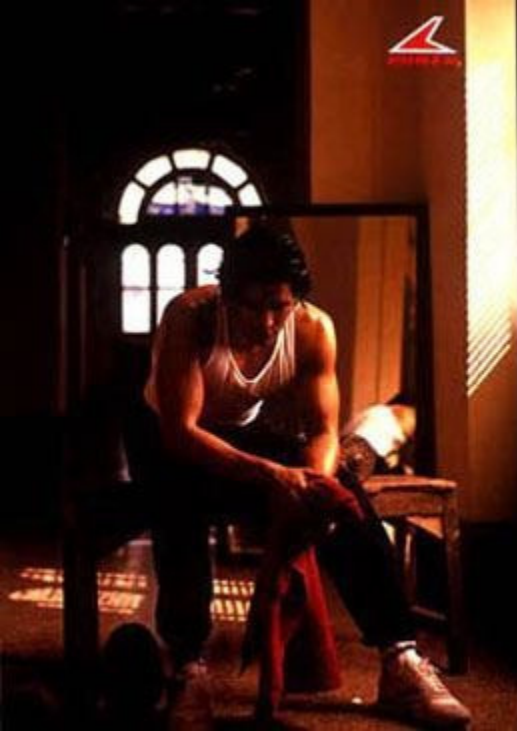


**for that exciting
dreamflower
cover-girl
complexion**

Pond's Dreamflower Face Powder smooths on so evenly...covers those tiny blemishes...and just doesn't streak! Several exciting shades to choose from, to flatter your complexion.

CHESEBROUGH-POND'S INC.
(Incorporated in the U.S.A.
with Limited Liability)





Aerobics are for ageing actresses.

Lettuce is for rabbits.

Swimming's fun only in the sun.

And health clubs don't work magic.

So you sweat and strain. Ache and pain.

Schwarzenegger wasn't built in a day.

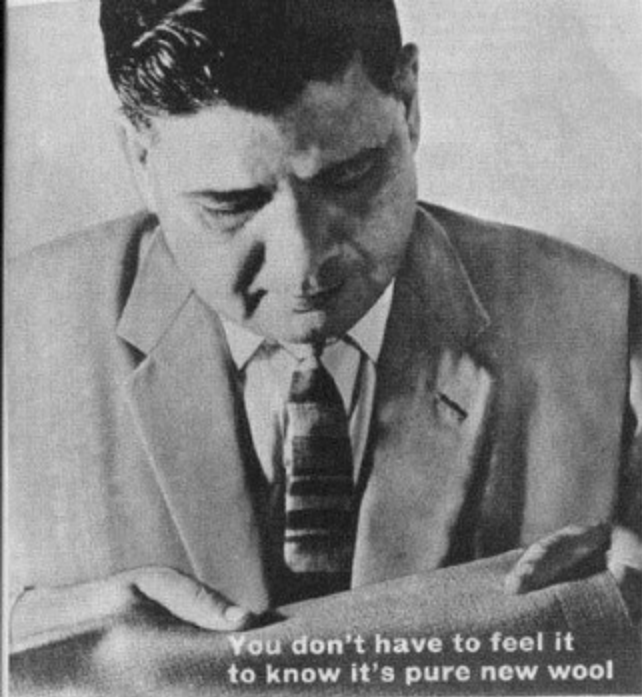
Goodbye second helpings and triple burgers.

Now those biceps are here to stay.

All you need is a fire within.

And the power to have a dream.





**You don't have to feel it
to know it's pure new wool**

5HBI-IWS-8



PURE NEW WOOL

CERTIFICATION TRADE MARK APPLIED FOR

THIS IS YOUR ASSURANCE!

Feeling the material is one of the ways of testing pure new wool. Calls for a sure touch. Now the Woolmark takes care of all that. Now you don't have to feel it for yourself...it's all been done for you! For prestige, there's nothing to compare with fabrics made from pure new wool—stamped Woolmark—the international symbol of pure new wool.

Issued by the INTERNATIONAL WOOL SECRETARIAT



look . . . delicious dishes !
they're all cooked in **RATH**



HOUSEWIVES WITH GOOD TASTE PREFER RATH™

Admco. & Co. Ltd.

RED FORT

POLICY BOND PAPER

FOR

STRENGTH



AND

DURABILITY

Extensively used for printing of valuable documents which need to be preserved over a long period, such as INSURANCE POLICIES, SHARE CERTIFICATES, LEGAL DOCUMENTS, UNIVERSITY DEGREE & DIPLOMA CERTIFICATES.



MANUFACTURED BY :

SHREE GOPAL PAPER MILLS LTD.

MANAGING AGENTS :

KARAM CHAND THAPAR & BROS. PVT. LTD., 35, BRABOURNE ROAD, CALCUTTA-1.

Krack a Krackjack!



Snack a Krackjack
with anything!



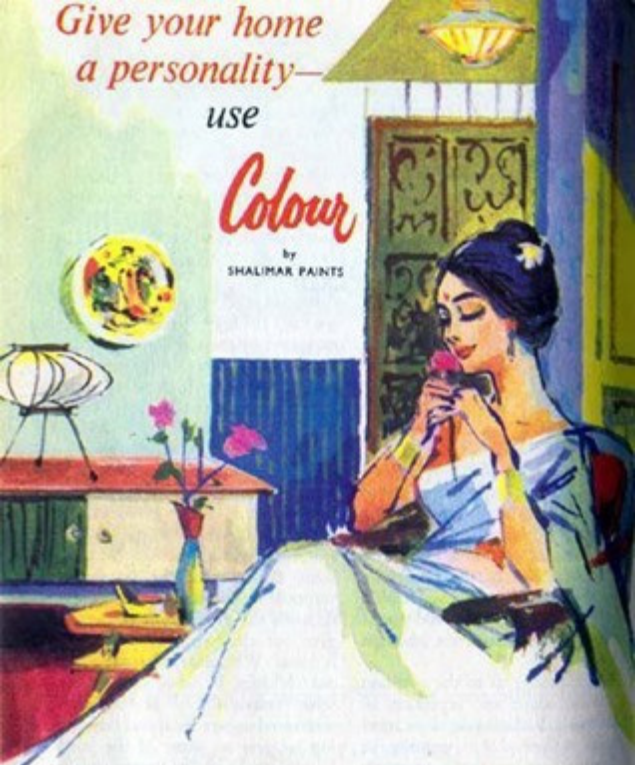
The sweet and salty Krackjack®
in the new gold pack.



Give your home
a personality—
use

Colour

by
SHALIMAR PAINTS

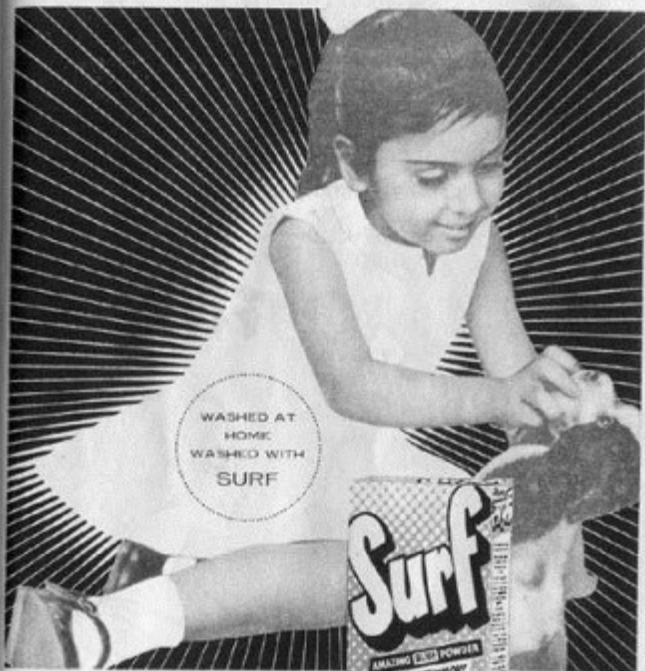


Make colour turn your house into a home—select your colours from the wide range of Shalimar Superlac Plastic Emulsion. Quick-drying and with a high covering capacity this paint obliterates marks, is washable and gives a bright finish to walls. It is completely odour-free. For a quick-drying, high-gloss, durable finish on wood or metal use the Superlac Synthetic Enamel range.

be **bright** buy

**SHALIMAR
PAINTS**

A MEMBER OF THE COURTAULDS GROUP



WASHED AT
HOME
WASHED WITH
SURF



All your washing dazzling white! Spotlessly clean!
Thanks to SURF's extra washing power. Lots of lather!
All your clothes so easily washed. Children's clothes,
shirts, sarees...each gets whitest, each gets cleanest.
Wash at home with SURF.

Surf washes whitest!

The wealth of the nation



**A large part of it
is entrusted
to UCOBANK
care.**

Children are a nation's investment. The future of a nation depends on how well they are cared for, brought up, educated.

We welcome the trust that enlightened parents have placed on us.

In this Year of the Child our Minor's Savings Accounts have increased. A clear indication that more and more parents are entrusting us with their 'wealth'.

United Commercial Bank
the friendly bank round the corner



*Saving with the
United Bank
is a pleasant
habit.*



**United
Bank
of India
Ltd.**

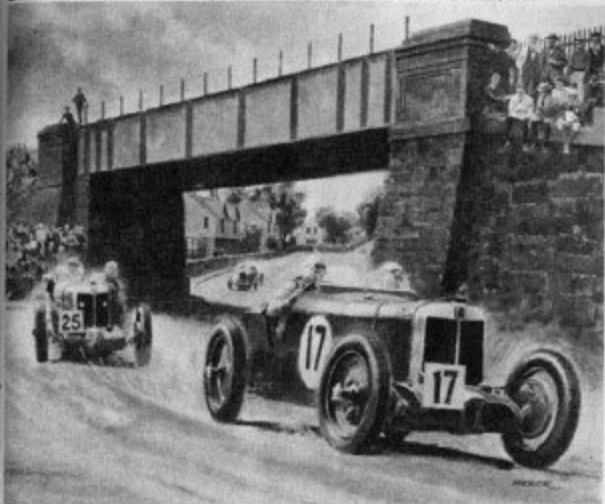
- Interest on Term Deposits, depending on period, maximum **7½%** p.a.
- Interest on Savings Bank Accounts **4%** p.a.
- Recurring Deposit Accounts with attractive terms

UBI

REGD. OFFICE
4, CLIVE GHAT STREET
CALCUTTA 1

THE BANK WITH SERVICE PLUS

Great moments in auto racing/Tourist Trophy Race/Northern Ireland/1933



THE DAY OF THE MG

The final laps of the 1933 Tourist Trophy race narrowed down to an MG battle between Hamilton's J4 Midget MG and Nuvolari's K3 Magnette MG. Nuvolari began cutting into Hamilton's lead, pressing his advantage when Hamilton lost valuable time from a bungled pit stop. Charging back onto the track, Hamilton recovered his lead on handicap, both drivers breaking records with each lap. With two laps remaining and a 54-second lead, Hamilton was forced to stop for fuel. On the final lap, Nuvolari, scorning fuel, pulled past Hamilton. As his motor sputtered,

Nuvolari threw up his hands. No gas! Instantly, his mechanic switched to the tiny reserve tank, and Nuvolari blasted the Magnette on to victory. Emphasizing this dramatic battle was the closeness of their average speeds: Nuvolari won with 78.65 mph; Hamilton came in second at 78.46 mph.

□ Three decades ago, Veedol was recognized as the motor oil capable of meeting severe lubrication requirements. Today, Veedol automotive oils and greases set lubrication standards. Help your engine to more efficient operation; ask for world-famous Veedol.



SPECIALISTS IN QUALITY LUBRICANTS SINCE 1878



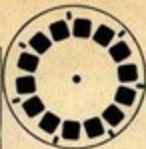
Your gentle rub with VAPORUB warms and comforts him right away...your child breathes easier, sleeps better all night long

Your child looks to you for comfort. When he is suffering from a cold simply rub Vicks VapoRub.

Your loving hands massage Vicks VapoRub over chest, throat, back and around the nose. Right before your eyes the stuffiness begins to clear. He can breathe again. That is because soothing vapour medications reach the cold-affected areas in just seven seconds. Now tuck your child cosily in bed. VapoRub will continue to work all through the night while he sleeps soundly. By morning the worst of the cold is gone and he wakes up happy and healthy...the playful one you love so much.



VICKS VAPORUB rub tonight for colds



THE WORLD'S WONDERS COME TO YOU..

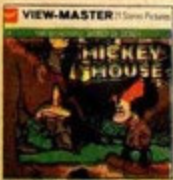
exciting full-colour
stereo pictures that
"come-to-life"

Three-dimension gives to pictures what stereophonic sound gives to music — depth and vivid realism. View-master pictures are stereo pictures. They make every scene "come to life"... make you feel as if you are there, seeing things as they really are. A spectacular visual thrill only View-Master full-colour stereo pictures can offer.



GAF **VIEW-MASTER**
STEREO VIEWER

Brings full-color GAF View-Master 3-Dimensional pictures to life!



Sole Selling Agents

PATEL INDIA PRIVATE LTD.
BOMBAY • CALCUTTA • DELHI

Manufactured by: SAWYER'S ASIA LTD., Bombay 400 034.

an outstanding gift for children

Can a View-Master really help your youngster get better marks?

Quite likely.

Because teachers (and parents, too) know that children do their best in the things that interest them most. And *interest* is exactly what Sawyer's View-Master pictures create in a child. Full colour, 3-dimension pictures make the subject he's studying in school suddenly become alive. Interesting...and "just like real!"



Sawyer's View-Master is an inexpensive, helpful, stimulating and long-lasting gift for your children.

It's just like real!



VIEW-MASTER

A Product of Sawyer's Inc., Portland 7, Oregon.

Available at your nearest photo dealer or direct from:

PATEL INDIA PRIVATE LTD.

BOMBAY - CALCUTTA - NEW DELHI - MUMBAI



Introducing **The Good-Night Cup**



*The most relaxing way to end your day
...a cup of wholesome hot chocolate*

The end of the chapter... the end of the day. Now's the time for a cup of hot milk. With Cadbury's Drinking Chocolate. You'll love its creamy sweetness. You'll love its chocolaty goodness. Cadbury's Drinking Chocolate. The most relaxing way to wind up your day. With a good night...



Cadbury's drinking chocolate

Melt a little Amul Butter
on a hot chapati



Presto! A delicious one-course 'meal'

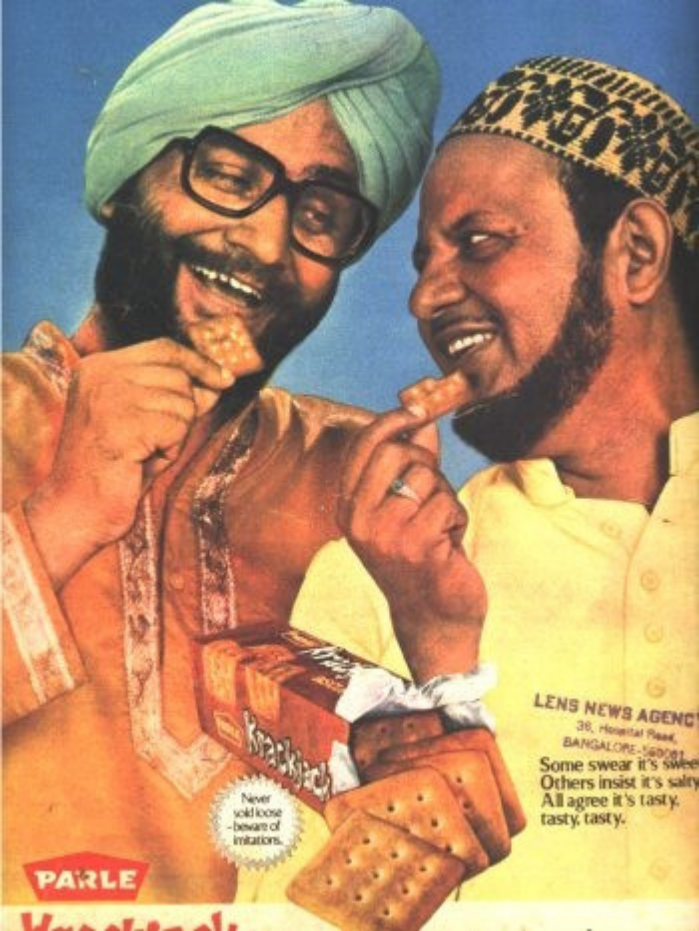
Amazing what a pat of Amul Butter does to a chapati!
Turns it into a delicious, nutritious 'meal'. An Amul-buttered chapati is so yummy. You can eat it on its own or team it with vegetables and meat.
Amul Butter is made from vitamin-rich fresh pasteurised cream. Take a pack home today.

utterly butterly Amul



AMUL BUTTER

= (Left) A Nescafe ad from 1965 promises 100% pure coffee. (Above) Amazing what a pat of Amul butter does to a chapati, says this 1968 ad.



LENS NEWS AGENCY

38, Hosur Road,
BANGALORE-560081

Some swear it's sweet
Others insist it's salty
All agree it's tasty,
tasty, tasty.

Never
sold loose
- beware of
imitations.

PARLE

Wada Wada



BOMBAY DYEING SUITINGS

...well groomed,
of course,

WITH

Vaseline[®]

HAIR TONIC

On any journey, "Vaseline"
Hair Tonic keeps your coat
and trim. You need only
a few drops daily.



** Vaseline is the registered
trademark of the
Chesebrough Mfg. Co., Corp.*

MADE IN U.S.A. **Vaseline** MADE IN U.S.A.
HAIR TONIC

We Indians.

Why do we have a need to impress all foreigners?

Why do we think fair skin is beautiful? Why do we assume imported is better? Why do we think

local means cheap? Why do we win all the awards for sportsmanship? For being nice guys? Why

do we never get mentioned for having the killer instinct? Why does it take us 16 years to get a medal at the Olympics? Why do we lose one-dayers we could win? Why

is our batting so good on paper? And so unredicible in reality? Why do we

think anywhere 'abroad' is a better place? Why do we feel so good when others say India has potential? Why do we act

as if having potential is an achievement? Why are we so easily contented?

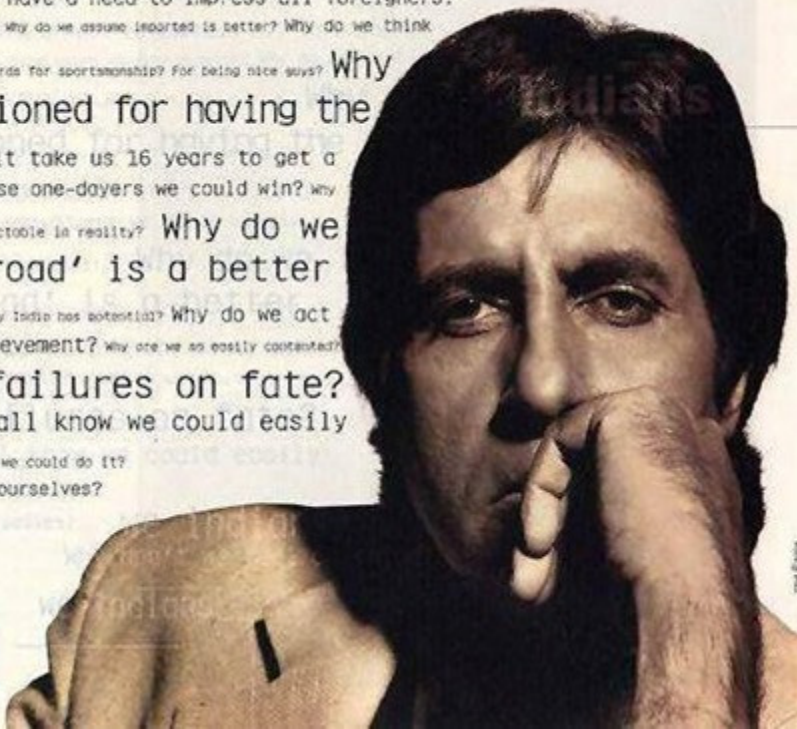
Why do we blame our failures on fate?

Why are we down here in the third world, when we all know we could easily

be up there? Why don't we believe we could do it?

Why don't we believe in ourselves?

Believe in the best.





Bhaiji, I am referring to the United States!
For Uttar, Madhya and Andhra, you can take a train!

I FLY **7** TIMES A WEEK TO **NEW YORK**

INDIA-MIDDLE EAST-EUROPE-U.K.-U.S.A.

AIR-INDIA

IN ASSOCIATION WITH S.O.A.E. AND GATAS

Dancing through Helen's heart...

Happy and relaxed after an exciting dance number for her current film, Helen was asked who it was that captivated her heart.

She laughed. 'Oh dear me—just my pets. I love my poodle and all the rest of my dogs.'

'I love travelling. Especially abroad.'

'And I love dressing up. I feel I'm a thousand different people, so want to dress and dance like them.'

Asked what kept her so youthful and lovely, she thought for a moment. Then 'Why I think it's Lux.'



'The pure mildness of Lux
helps my complexion
stay lovely.'

Helen

The Hero Honda CD100



the toughest of terrains just to prove a point to the other person.

Like looks, Sunny insists that his red bike is the finest looking bike in town. Bunty feels that his Hero Honda easily commands more attention (especially with the girls in his colony). But we can't really blame the two. It's so easy to be fiercely proud of your Hero Honda that you'd never let another bike steal the show—even if the other bike is also a Hero Honda CD 100 — What a bike!



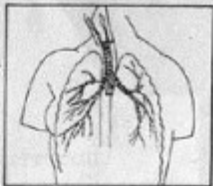
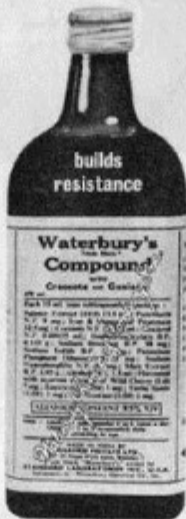
HERO HONDA

Fill it. Shut it. Forget it.

Take WATERBURY'S COMPOUND

RED LABEL

and break that COUGH



A persistent cough wears down your resistance, leaves the body weak and exposed to other infections. Waterbury's Compound three-stage action is unique...relieves, re-builds and resists. Creosote and Guaiacol, its active ingredients bring relief from coughs; the tonic properties stimulate appetite, replace lost energy and build body resistance to prevent chances of relapse.

Take Waterbury's Compound Red Label for year round resistance.

Waterbury's Compound contains Creosote and Guaiacol which act as respiratory antiseptics and expectorants—keep lungs clear, help to fight coughs, colds, asthmatic and bronchial conditions and prevent re-infection.

Waterbury's Compound

builds resistance
to Coughs, Colds, Bronchial
and Asthmatic conditions

WARNER-HINDUSTAN LIMITED, BOMBAY

